

# MARKETING – B.S.

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## Summary

Code	Title	Credits
	Marketing B.S. Major Requirements	62
	Integrative Core Curriculum and Electives <sup>1</sup>	58
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> This major is approved to fulfill the Integrative Core Curriculum for the Social Sciences Perspective.

## Degree Requirements

Code	Title	Credits
BUSINESS CORE REQUIREMENTS		
BINT 10100	World of Business	4
ECON 12000	Principles of Economics	4
MATH 10410	Mathematics for Business	4
	or MATH 1040C Finite Mathematics with Calculus	
	or MATH 1080C Applied Calculus	
	or MATH 1110C Calculus I	
MATH 14400	Statistics for Business, Economics and Management	4
	or MATH 14500 Statistics for the Health, Life, and Social Sciences	
	or PSYC 20700 Statistics in Psychology	
ACCT 22700	Financial and Managerial Accounting for Decision Making	4
MGMT 20600	Organizational Behavior and Ethics	4
MGMT 26000	Business Analytics and Technology I	2
FINA 31100	Business Finance	4
MGMT 34500	Operations Management	2
MKTG 31200	Principles of Marketing	4
MGMT 42100	Strategic Management	4
MARKETING REQUIREMENTS		
MKTG 32300	Consumer Behavior	4
MKTG 41100	Marketing Analytics I	2
MKTG 48600	Senior Seminar in Marketing	4
MKTG 49100	Digital Marketing	4
MKTG xxxxx	Marketing electives at the 300-level or above <sup>1</sup>	8
<b>Total Credits</b>		<b>62</b>

<sup>1</sup> Other marketing-related courses may be approved at the discretion of the department chair.