



Business Major – Marketing

(68-71 credits)

Academic Year 2015-16

- **GPA Requirement: Achieve cumulative GPA of 2.50 or higher in all major courses (including transfer courses).**
- **Course prerequisites are in parenthesis following the course title.**

14 Core Courses (44 credits) In general, try to complete the core classes in approximately this sequence.

- ___ **Calculus - MATH 109** or Math 111 or Math 120
- ___ **Statistics - MATH 355** or FOR 321 or SOC 351 or PAPR 314 or PSYC 300
- ___ **ECON 110** Principles of Macroeconomics
- ___ **ECON 111** Principles of Microeconomics (E110)
- ___ **ACCT 210** Principles of Financial Acct
- ___ **ACCT 211** Principles of Managerial Acct (A210)
- ___ **BUS 300** Written Communication for the Business Professional (Bus 325)
- ___ **BUS 301** Oral Communication for the Business Professional (Bus 325)
- ___ **BUS 325** Organizational Behavior
- ___ **BUS 330** Principles of Marketing
- ___ **BUS 340** Business Law I ***counts as Interdisciplinary Studies course***
- ___ **BUS 350** Principles of Finance (A210)
- ___ **BUS 360** Principles of Production (A211, E111, Calc, Stats)
- ___ **BUS 370** Management Information Systems (B325, B330)
May also take **Acct 370** (Acct Info Systems) in place of Bus 370

1 Global Business and Economy Elective (3 credits) Take one course from following list.

- ___ **ACCT 310** Intermediate Financial Accounting (A210)
- ___ **BUS 327** Managing Global Organizations (B325)
- ___ **BUS 339** International Marketing (B330)
- ___ **BUS 342** International Business Law (B240 or 340)
- ___ **BUS 357** International Corporate Finance (B350)
- ___ **BUS 493** Internship in China**
- ___ **BUS 496** Internship in Business Administration (International Experience)**
- ___ **ECON 362** Economic Development (E111)
- ___ **ECON 365** International Economics (E111)

2 Marketing Courses (6 credits)

- ___ **BUS 331** Marketing Research (B330)
- ___ **BUS 337** Buyer Behavior (B330)

5 Marketing Electives (15 credits) Choose 5 courses from the list below. At least 9 credits must be from BUS courses.

- ___ **BUS 221** The Entrepreneurial Process
- ___ **BUS 333** E-Marketing (B330)
- ___ **BUS 335** Retailing (A210, B330)
- ___ **BUS 336** Sales Management (B330)
- ___ **BUS 339** International Marketing (B330)
- ___ **BUS 390** Ethics in Business (B240 or 340, B325)
- ___ **BUS 490** Approved Special Topic (varies)
- ___ **BUS 493** Internship in China**
- ___ **BUS 496** Internship in Business Administration**
- ___ **Comm 336** Communication and Promotional Strategies
- ___ **ECON 310** Intro Econometrics (E110, E111, Calc & Stats)
- ___ **ECON 330** Evaluation of American Enterprise (E111)
- ___ **ECON 340** Industrial Organization (E111)
- ___ **ENGL 351** Advanced Business Writing

1 Capstone Course (3 credits) Designed to be taken your final semester with instructor consent.

- ___ **BUS 480** Strategic Management
-You may take only one core course in conjunction with the Capstone.

NOTE: To complete a second area of concentration, you must complete 15 additional credits in the second area of concentration. (Courses which haven't already counted toward the first area of concentration)