

OVERVIEW AND CAREER PATHWAYS

The purpose of Marketing is to find and keep customers. Employers in today's economic environment actively seek competent, committed individuals for a variety of upwardly mobile careers in the field of marketing. The Marketing major provides students with an in-depth understanding of the most current thinking and practices in strategic marketing techniques along with the analytical, communication and computer skills their employers expect.

Our alumni are employed in retailing, sales, service marketing, marketing research and database management, advertising, promotion, product management, brand management, customer relations, and direct and electronic marketing.

MARKETING MAJOR REQUIREMENTS

All Bachelor of Science degrees from the College of Management require at least 120 credits, which is typically completed by taking five 3-credit courses each semester. The requirements outside of this major are:

General Education and Non-Major requirements: some may overlap with each other or major requirements

- Verbal Reasoning & Expression: ENGL 101 & ENGL 102
- First Year Seminar (if entering with less than 30 cr)
- Intermediate Seminar¹: MGT 330
- Non-Business Foundation¹: ECON 101 & ECON 102
- Quantitative Reasoning course¹: MSIS 111L
- Writing Proficiency Requirement¹: BC 290
- Areas of Knowledge Distribution courses
- Diversity course
- International Management course
- 200-Level Non-Business course¹

¹These courses can overlap with other degree requirements

General Electives: 10 courses [30 credits]; may be used toward pre-requisite courses or fulfilled with transfer credit.

The requirements for this major, including the Business Core Requirements, are:

Business Core: 13 courses [39 credits]

- AF 210: Financial Accounting
- AF 211: Managerial Accounting
- AF 301: Introduction to Financial Management
- BC 290: Professional Written Communication & Critical Analysis
- MGT 303: Managing Organizations
- MGT 330: Business Environments & Public Policy
- MGT 331: Managerial Ethics and Social Issues
- MKT 301: Principles of Marketing
- MSIS 110: Introduction to Computers & Information Systems
- MSIS 111L: Managerial Statistics
- MSIS 212: Managerial Decision Making
- MSIS 301: Operations Management
- CAPSTONE: MGT 490: Strategic Management

Marketing Required Courses: 1 course [3 credits]

- MKT 310: Data Analysis for Marketing Management

Marketing Electives: 2 courses [6 credits]

- MKT 402: Sales Management
- MKT 403: Integrated Marketing Communication
- MKT 405: Web Page Marketing
- MKT 407: Web Page Marketing
- MKT 408: Consumer Behavior
- MKT 409: Customer Relationship Management
- MKT 425: Sport Marketing
- MKT 430: International Marketing
- MKT 435: Sport Business Analytics
- MKT 441: Social Media & E-Services
- MKT 458: Marketing Analytics
- MKT 465: Entrepreneurship Sales & Marketing
- MKT 478: Special Topics
- MKT 479: Digital Marketing
- MKT 480: Marketing Internship
- MGT 470: Entrepreneurship & Innovation in Organizations

As a declared Marketing Major you will have an assigned College of Management Academic Advisor from Orientation to Graduation. They will help you stay on track as you navigate these requirements and identify areas where they may overlap, while also meeting your personal and academic goals.

ADVISOR PRO TIP You may be able to use your General Electives to possibly pursue a 2nd major or minor within the College of Management. If this is of interest to you – bring it up at your next advising meeting!

DECLARE NOW

