

MARKETING MAJOR (MRKT.BS)

<u>Required Courses</u>		<u>Hrs.</u>	<u>Prereq.</u>	<u>Rec.Yr.</u>
BUSI 111	Prin. of Financial Accounting	3		Fr
BUSI 114	Prin. of Managerial Accounting	3	BUSI 111	Fr
BUSI 131	Prin. of Management	3		Fr/Soph
BUSI 141	Prin. of Marketing	3		Fr/Soph
BUSI 221	Principles of Finance	3	Pre or coreq BUSI 114	Soph/Jr
	<u>OR</u>			
BUSI 354	Sport Finance	3	BUSI 111, 114	Jr
BUSI 242	Advertising Management	3	BUSI 141	Soph/Jr
BUSI 250	Legal Environment of Business	3		Soph/Jr
BUSI 255	Management of Info Systems	3		Soph/Jr
BUSI 343	Consumer Behavior	3	BUSI 141	Soph/Jr
BUSI 348	Marketing Research & Strategy	3	BUSI 141, ECON 250	Jr/Sr
[^] BUSI 497	Business Policy and Strategy	3	Sr Business Major	Sr
ECON 110	Prin. of Macroeconomics	3	A 100 level general educ math or placement in 161	Fr/Soph
ECON 120	Prin. of Microeconomics	3	A 100 level general educ math or placement in 161	Fr/Soph
ECON 250	Statistics for Business and Econ	3	A 100 level general educ math or placement in 161	Soph/Jr
<u>Three of the following courses:</u>				
BUSI 145	Social Media	1	BUSI 141	Fr-Sr
BUSI 146	Business-to-Business Marketing	1	BUSI 141	Fr-Sr
BUSI 147	Global Marketing	1	BUSI 141	Fr-Sr
BUSI 148	Event Marketing	1	BUSI 141	Fr-Sr
BUSI 149	Personal Sales Management	1	BUSI 141	Fr-Sr
COMM 234	Principles of Visual Comm	1		Soph
ART 141	Intro to Design Software	3		Fr
ART 265	Web Design	3	ART major/minor; MRKT major/minor	Soph
		51	total hours	

****REMINDERS****

1. Encourage students to consider using elective hours for internships.
2. Only six credit hours of any minor may overlap with the required credit hours of a student's chosen major,

[^]Satisfies advanced writing requirement

NAME: _____

B.S. Degree: Marketing Major (for students entering in Fall 2018/Spring 2019)

In the "WHAT" column, enter the specific course number when applicable--e.g. HIST 121. In the "WHEN" column, enter the term and year in which the requirement is satisfied--e.g., sp '00.

General Education		Marketing Major	
WHAT	WHEN	WHAT	WHEN
_____	ENGL 101/INDS 106* w/ C (2.0) [3 hrs]	_____	BUSI 111 [3 hrs]
_____	ENGL 102/INDS 102* w/ C(2.0)* [3 hrs]	_____	BUSI 114 [3 hrs]
_____	COMM 211/INDS 103 w/ C(2.0) [3 hrs]	_____	BUSI 131 [3 hrs]
	Dept senior seminar/writing course	_____	BUSI 141 [3 hrs]
	Met by: _____ BUSI 497 [3 hrs]	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
_____	BIOL/CHEM/ENVS/PHSC/PHYS w/ lab [3 hrs]	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
	/INDS 112 [4 hrs]	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
_____	BIOL/CHEM/ENVS/PHSC/PHYS w/ lab [3 hrs]	_____	BUSI 221/354 [3 hrs]
	/INDS 112 [4 hrs]	_____	BUSI 242 [3 hrs]
_____	MATH (except 112,141,203,205)/	_____	BUSI 250 [3 hrs]
	PSYC 225/230/INDS 114 [3-4 hrs]	_____	BUSI 255 [3 hrs]
_____	RELG/INDS 111 [3-4 hrs]	_____	BUSI 343 [3 hrs]
_____	PHIL [3 hrs]/INDS 110 [4 hrs]	_____	BUSI 348 [3 hrs]
_____	INDS 120 [3 hrs]/INDS 116 [4 hrs]	_____	BUSI 497 [3 hrs]
_____	Any literature course/INDS 113 [3 hrs]	_____	ECON 110 [3 hrs]
	Fine Arts	_____	ECON 120 [3 hrs]
	_____ ART (except 265)/	_____	ECON 250 [3 hrs]
	DANC/MUSC/THRE/ENGL 213/	_____	ART 141 [3 hrs]
	INDS 107 [3-4 hrs]	_____	ART 265 [3 hrs]
	OR	_____	51 semester hours
	_____ MUSC/THRE [2 hrs]	_____	120 semester hours required for graduation
	_____ same discipline [1 hr]		
	OR		
	_____ MUSC/THRE [1 hr]		
	_____ same discipline [1 hr]		
	_____ same discipline [1 hr]		
_____	HIST 100 or 200 level except HIST 201/		
	or INDS 117 [3-4hrs]		
_____	CJUS/GEOG/GNST/ECON/POLS/PSYC/		
	SOCI [3hrs]/INDS 104 [4 hrs]		
_____	US Cultural Studies [3 hrs]/INDS 109 [4 hrs]		
_____	Non-Western Cultural Studies [3 hrs]		
	/INDS 108 [4 hrs]		
_____	EXSC 110/120/121/130/201/240		
	[3 hrs]/INDS 105 [4hrs]		

➤Marketing majors may not declare a second major in business administration, management, accounting or sport business. Only six credits of any minor may overlap with the required credit hours of a student's chosen major.

➤Except in specifically approved majors, a maximum of 52 hours in an academic discipline may count toward graduation. Three hours over the limit may count to accommodate an internship in the discipline.

➤The following limits apply when counting hours applicable toward the 120 required for graduation: 4 hours of physical activity (EXSC) and 8 hours of Music ensemble.

*Enter NA (not applicable) if waived upon admission or if completing the honors program.