

## 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	DEVL 070 or placement in 100 level math	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
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	BUSI 111,114,131,141,221,250, 255,ECON 110,120,250	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. Students who are not 100-level math placed should enroll in DEVL-070, Developmental Algebra in the freshman year.
2. Encourage students to consider using elective hours for internships.
3. Only six hours of any minor may overlap with the required credit hours of a student's chosen major. The overlap constraint is not applicable to courses that majors or minors MUST take in others departments.

^Satisfies advanced writing requirement

NAME: \_\_\_\_\_

**B.S. Degree: Marketing Major (for students entering in Fall 2019/Spring 2020)**

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	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
_____	[3 hrs]/INDS 112 [4 hrs]	_____	BUSI 145/146/147/148/149/COMM 234 [1 hr]
_____	BIOL/CHEM/ENVS/PHSC/PHYS w/ lab	_____	BUSI 221 [3 hrs]
_____	[3 hrs]/INDS 112 [4 hrs]	_____	BUSI 242 [3 hrs]
_____	MATH (except 112,141,203,205)/	_____	BUSI 250 [3 hrs]
_____	BIOL 215/PSYC 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]	_____	

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

- \*DEVL-070 is required if not 100-level math eligible
- Marketing majors may not declare a second major in business administration, management, accounting or sport business.
- Only six hours of any minor may overlap with the required credit hours of a student's chosen major. The overlap constraint is not applicable to courses that majors or minors MUST take in others departments.
- 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 MUSC 149.