

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	MATH-101 or placement in FQINQ	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 346	Applied Digital Marketing	3	BUSI 141	Jr
BUSI 348	Marketing Research & Strategy	3	BUSI 141, ECON 250	Jr/Sr
BUSI 350	Business Ethics	3	BUSI 111, 114, 131, 141	Jr
BUSI 401	Final Year Portfolio Showcase	1	Coreq BUSI 497	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	Found Quan Inquiry course or placement in 161	Fr/Soph
ECON 120	Prin. of Microeconomics	3	Found Quan Inquiry course or placement in 161	Fr/Soph
ECON 250	Statistics for Business and Econ	3	Found Quan Inquiry course or placement in 161	Soph/Jr
ART 141	Intro to Design Software	3		Fr
ART 265	Web Design	3	ART major/minor; MRKT major/minor	Soph

55 total hours

****REMINDERS****

1. For a student whose placement is not in a Foundational Quantitative Inquiry course they should enroll in MATH-101, Intermediate Algebra in the fall semester of 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 2026/Spring 2027)

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 '20.

Liberal Arts Core	
WHAT	WHEN
_____	ENGL 101* w/ C (2.0) [3 hrs]
_____	ENGL 110 w/ C (2.0) [3 hrs]
_____	COMM 211 w/ C (2.0) [3 hrs]
_____	Dept senior seminar/writing course
_____	Met by: _____ BUSI 497 [3 hrs]
_____	FYEX 101 [3 hrs]
_____	FYEX 102 [1 hr]
_____	FYEX 103/104/105/106/107 [1 hr]
_____	FYEX 103/104/105/106/107 [1 hr]
_____	Foundational Scientific Inquiry [3-4 hrs]
_____	Foundational Quantitative Analysis [3-4 hrs]
_____	Foundational Humanities & Liberal Arts [3 hrs]
<i>No more than two lens courses may come from same departmental prefix and one lens must be taken at 300 level or above.</i>	
_____	Ethical/Spiritual Explor Lens (ETSP) [3 hrs]
_____	#satisfied by BUSI-350
_____	Aesthetic Expression Lens (AEXP) [3 hrs]
_____	Per & Soc Well Being Lens (PSWB) [3 hrs]
_____	Cultural Perspectives Lens (CEXP) [3 hrs]
_____	Experimental Inquiry Lens (EXIN) [3 hrs]
_____	39 - 41 Total semester hours
_____	120 semester hours required for graduation

*Enter NA (not applicable) if waived upon admission

#Lens course in the major

For students classified as transfers, FYEX course requirements are dependent upon total transferrable credit hours.

Marketing Major	
WHAT	WHEN
_____	BUSI *111 [3 hrs]
_____	BUSI 114 [3 hrs]
_____	BUSI 131 [3 hrs]
_____	BUSI 141 [3 hrs]
_____	BUSI 221 [3 hrs]
_____	BUSI 242 [3 hrs]
_____	BUSI 250 [3 hrs]
_____	BUSI 255 [3 hrs]
_____	BUSI 343 [3 hrs]
_____	BUSI 346 [3 hrs]
_____	BUSI 348 [3 hrs]
_____	BUSI #350 [3 hrs]
_____	BUSI 401 [1 hr]
_____	BUSI 497 [3 hrs]
_____	ECON 110 [3 hrs]
_____	ECON 120 [3 hrs]
_____	ECON 250 [3 hrs]
_____	ART 141 [3 hrs]
_____	ART 265 [3 hrs]
_____	55 semester hours
_____	120 semester hours required for graduation

*MATH-101 required if placement is not Found Quan Inquiry

➤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.