

# Marketing

Bachelor of Science

Majoring in Marketing provides students with the ability to develop marketing plans, determine customer needs and understand the changing competitive global environment through the completion of projects, case studies and simulations. Graduates of the program will understand internet marketing, market research, advertising and promotion and strategy.

## Career Options:

- Advertising
- Public Relations
- Market Search
- Sales
- Website/Social Media

## Major Requirements:

|                                     |                          |
|-------------------------------------|--------------------------|
| Financial Accounting                | Consumer Behavior        |
| Principles of Management            | Retailing                |
| Organizational Behavior             | Services Marketing       |
| Principles of Economics             | Internet Marketing       |
| Business Communication              | Marketing Research       |
| Elementary Statistics               | Marketing Capstone       |
| Principles of Marketing             | Marketing Special Topics |
| Integrated Marketing Communications |                          |

## Minor Requirements:

Principles of Marketing

*15 semester hours of electives from:*

|                                     |                          |
|-------------------------------------|--------------------------|
| Integrated Marketing Communications | Internet Marketing       |
| Consumer Behavior                   | Marketing Research       |
| Retailing                           | Marketing Special Topics |
| Services Marketing                  |                          |

## Department Contact:

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## General Education Requirements

|  |                |                                      |                |
|--|----------------|--------------------------------------|----------------|
| <b>I. Interdisciplinary Requirements</b>                   | <b>Credits</b> | <b>IV. Humanities Courses</b>        | <b>Credits</b> |
| Ethics   | 3              | Religion                             | 3              |
| International Studies                                      | 3              | English Composition                  | 6              |
| <hr/>  |                | Literature                           | 3              |
| Total Hours  | 6              | Art, Music or Entertainment/Theatre  | 3              |
|  |                | <hr/>                                |                |
| <b>II. Science Courses</b>                                 | <b>Credits</b> | Total Hours                          | 15             |
| Mathematics  | 3              | <b>TOTAL GENERAL EDUCATION HOURS</b> | <b>41</b>      |
| Biology, including lab                                     | 4              |                                      |                |
| Physics, Earth Science or Chemistry, incl. lab             | 4              |                                      |                |
| <hr/>  |                |                                      |                |
| Total Hours  | 11             |                                      |                |
|  |                |                                      |                |
| <b>III. Social Science Courses</b>                         | <b>Credits</b> |                                      |                |
| History, Political Science                                 | 3              |                                      |                |
| Communication, Economics, Geography<br>or Criminal Justice | 3              |                                      |                |
| Psychology or Sociology                                    | 3              |                                      |                |
| <hr/>  |                |                                      |                |
| Total Hours  | 9              |                                      |                |

Unless otherwise specified, transferred credits may be used to fulfill the general requirements at the Registrar's discretion.

## Major Requirements

|   | Credits |                                  | Credits |
|---|---------|----------------------------------|---------|
| ACC 201 Financial Accounting                | 3       | MKT 318 Consumer Behavior        | 3       |
| BUS 206 Principles of Management            | 3       | MKT 319 Retailing                | 3       |
| BUS 308 Organizational Behavior             | 3       | MKT 320 Services Marketing       | 3       |
| ECO 212 Principles of Economics             | 3       | MKT 321 Internet Marketing       | 3       |
| ENG 304 Business Communication              | 3       | MKT 322 Marketing Research       | 3       |
| MAT 213 Elementary Statistics               | 3       | MKT 482 Marketing Capstone       | 3       |
| MKT 205 Principles of Marketing             | 3       | MKT 495 Marketing Special Topics | 3       |
| MKT 317 Integrated Marketing Communications | 3       |                                  |         |

## General Graduation Guidelines:

Total of 120 semester hours, 39 of which must be numbered 300 or 400.

(Other programs may require coursework beyond 120 semester hours.)

At least 9 semester hours of courses designated as writing intensive.

A declared major.

A cumulative GPA average of C (2.00) and at least a C average in the graduation major.