

Hampton University Academic Catalog 2026–2028

James T. George School of Business

Marketing (Bachelor of Science)

Curriculum Outline

Year	Course	1st Semester	2nd Semester
Freshman	ENG 101 Written Communication I	3	-
	ENG 102 Written Communication II	-	3
	COM 103 Oral Communication	3	-
	HIS 106 World Civilization	3	-
	MAT 117 Pre-Calculus or higher	3	-
	Foreign Language I (same language)	3	-
	Foreign Language II (same language)	-	3
	UNV 101 Individual & Life Skills	1	-
	CSC 120 Introduction to Computer Science	-	3
	Natural Science Course	-	3
	Humanities Cultural Elective Course	-	3
	Physical Education (2) or Health (1)	-	2
	TOTAL	16	17

Year	Course	1st Semester	2nd Semester
Sophomore	ACC 203 Accounting Principles I	3	-
	ACC 204 Accounting Principles II	-	3
	ECO 201 Principles of Macroeconomics	3	-
	ECO 202 Principles of Microeconomics	-	3
	MGT 215 Principles of Statistics	3	-
	MGT 216 Quantitative Methods	-	3
	Social Science Elective Course	3	3
	HUM 201 Humanities I	3	-
	Free Elective	-	2
	TOTAL	15	14
Summer	MBA 211 Internship	1	

Year	Course	1st Semester	2nd Semester
Junior	MKT 305 Principles of Marketing	3	-

Year	Course	1st Semester	2nd Semester
	MKT 307 Retail Management	-	3
	MGT 301 Business Organization & Management	3	-
	FIN 304 Business Finance	3	-
	MKT 311 Consumer Behavior	-	3
	MGT 305 Legal Environment of Business	3	-
	MGT 323 Management Information Systems	-	3
	Non-Business-Related Elective	3	-
	Business-Related Elective	-	3
	MKT 328 Sales Management		3
	TOTAL	15	15

Year	Course	1st Semester	2nd Semester
Senior	MKT 411 International Marketing	3	-
	MKT 427 Marketing Management	-	3
	MKT 417 Advertising	3	-
	MKT 428 Marketing Research	-	3
	MGT 400 Organization Behavior	3	-
	MKT 444 Special Topics	-	3
	Non-Business-Related Elective	3	3
	Business-Related Elective	3	-
	TOTAL	15	12
	TOTAL CREDITS FOR GRADUATION	120	