

DEPARTMENT OF MARKETING

The Marketing Department extends the mission of the University and the School of Business through the education of students in the field of marketing with a global orientation. The department goal is to strengthen the student's abilities to communicate effectively, solve problems, make decisions, analyze, and critically assess concepts and issues in marketing. The program strives to provide an environment that continues to develop the intellectual, emotional and professional growth of its students.

MARKETING MINOR REQUIREMENTS

The minor in Marketing requires eighteen (18) semester hours of courses in the Marketing (MKT) Department including: MKT 305, MKT 311, MKT 328 plus three approved MKT electives.

MARKETING MAJOR DEGREE REQUIREMENTS

The program in Marketing offers tracks that lead to the Bachelor of Science degree.

CURRICULUM OUTLINE – MARKETING

Freshman Year

English 101-102 – 3, 3
Communication 103 – 3
Computer Science 120 – 3
History 106 – 3
Mathematics 117 or higher – 3
Foreign Language (2 semesters) – 3, 3
Natural Science Course – 3
Humanities Course – 3
Physical Education (2) or Health (1) – 2
University 101 – 1
Total Credits – 16, 17

Sophomore Year

Accounting 203-204 – 3, 3
Economics 201-202 – 3, 3
Management 215-216 – 3, 3
Social Science Course – 3
Humanities 201 – 3
Free Elective – 2
Total Credits – 15, 14

Summer — Lower Division Internship (MBA 211) – 1 Credit

Junior Year

Marketing 305-307 – 3, 3
Management 301 – 3
Finance 304 – 3
Marketing 311 – 3
Marketing 328 – 3
Management 305, 323 – 3, 3
Non-business-related Elective – 3
Business-Related Elective – 3
Total Credits – 15, 15

Senior Year

Marketing 411, 427 – 3, 3
Marketing 417, 428 – 3, 3
Management 400 – 3
Marketing 444 – 3
Non-business-related Elective – 3, 3
Business-Related Elective – 3
Total Credits – 15, 12

TOTAL CREDITS FOR GRADUATION: 120