Business Major – Marketing  
(68-71 credits)  
Academic Year 2017-18

- GPA Requirement: Achieve cumulative GPA of 2.50 or higher in all major courses (including transfer courses).
- Course prerequisites are in parenthesis following the course title.

14 Core Courses (44 credits) In general, try to complete the core classes in approximately this sequence.

- Calculus - MATH 109 or Math 111 or Math 120
- Statistics - MATH 355 or FOR 321 or SOC 351 or PAPR 314 or PSYC 300
- ECON 110 Principles of Macroeconomics
- ECON 111 Principles of Microeconomics (E110)
- ACCT 210 Principles of Financial Acct
- ACCT 211 Principles of Managerial Acct (A210)
- BUS 300 Written Communication for the Business Professional (B325)
- BUS 301 Oral Communication for the Business Professional (B325)
- BUS 325 Organizational Behavior
- BUS 330 Principles of Marketing
- BUS 340 Business Law I **counts as Interdisciplinary Studies course**
- BUS 350 Principles of Finance (A210)
- BUS 360 Principles of Production (A211, E111, Calc, Stats)
- BUS 370 Management Information Systems (B325, B330)

May also take ACCT 370 (Acct Info Systems) in place of BUS 370

1 Global Business and Economy Elective (3 credits) Take one course from following list.

- ACCT 310 Intermediate Financial Accounting (A210)
- BUS 327 Managing Global Organizations (B325)
- BUS 339 International Marketing (B330)
- BUS 342 International Business Law (B340)
- BUS 357 International Corporate Finance (B350)
- BUS 493 Internship in China
- BUS 497 Internship in Business Administration (International Experience)
- ECON 362 Economic Development (E111)
- ECON 365 International Economics (E111)

2 Marketing Courses (6 credits)

- BUS 331 Marketing Research (B330)
- BUS 337 Buyer Behavior (B330)

5 Marketing Electives (15 credits) Choose 5 courses from the list below. At least 9 credits must be from BUS courses.

- BUS 221 The Entrepreneurial Process
- BUS 321 Entrepreneurship (B320 or B325, B330, A210)
- BUS 333 E-Marketing (B330)
- BUS 335 Retailing (A210, B330)
- BUS 336 Sales Management (B330)
- BUS 339 International Marketing (B330)
- BUS 390 Ethics in Business (B340, B325)
- BUS 490 Approved Special Topic (varies)

1 Capstone Course (3 credits) Designed to be taken your final semester with instructor consent.

- BUS 480 Strategic Management

-You may take only one core course in conjunction with the Capstone.

NOTE: To complete a second area of concentration, you must complete 15 additional credits in the second area of concentration. (Courses which haven’t already counted toward the first area of concentration)