Marketing  (69-71 credits)

- 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 Business Courses  (42-44 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  May also take Econ 200: Principles of Economics and an additional 3 credit Econ course from the 200-400 level (not including Econ 497 or Econ 498)
___ ECON 111 Principles of Microeconomics
___ 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

3 Marketing Core Courses  (9 credits)

___ BUS 331 Marketing Research (B330)
___ BUS 337 Buyer Behavior (B330)
___ BUS 438 Marketing Strategy (B330)

3 Focused Marketing Courses  (9 credits)

___ BUS 333 E-Marketing (B330)
___ BUS 334 Sports Marketing (B330)
___ BUS 335 Retailing (B330)
___ BUS 336 Sales Management (B330)
___ BUS 339 International Marketing (B330)

___ BUS 490 Approved Special Topics (varies)
___ COMM 336 Communication and Promotional Strategies
___ DAB 340 Marketing Analytics
___ ECON 340 Industrial Organization

2 General Electives  (6 credits)

Successfully complete an additional 6 credits in the SBE, 200 level or above, not including Acct 498, Bus 320, Bus 496, Bus 498, Econ 200, or Econ 498. Courses taken to satisfy other requirements of the major do not count towards this requirement.

<table>
<thead>
<tr>
<th>Course #1</th>
</tr>
</thead>
<tbody>
<tr>
<td>---</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Course #2</th>
</tr>
</thead>
</table>

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.