

MARKETING MAJOR

- **Required Meta Major Courses:**

- BUS ADM 202: Business and Its Environment
- WF/ENG COMP 200: Professional Writing for Bus.
OR ENG COMP/WF 105: Research and Rhetoric
- ECON 202: Macroeconomics
- ECON 203: Microeconomics
- BUS ADM 220: Business Statistics (Previously 216)
- ACCTG 201: Principles of Financial Accounting
- ACCTG 202: Principles of Managerial Accounting
- PHILOS 227: Business Ethics
- BUS ADM 130: Spreadsheets and Information Systems (Previously 350 or 230)
- BUS ADM 305: Legal Environment of Business
- MKTG 322: Principles of Marketing
- FIN 343: Corporation Finance
- MGMT 389: Organizational Behavior
- MGMT 482: Capstone in Business Strategy
- HRM 262 (Previously HRM 362): Intro to HR Management
- ENTRP 371: e-Entrepreneurship and Digital Management
- BUS ADM/SCM 380: Project Management
- BUS ADM 201: Principles of Sustainability in Business*
- SCM 200: Principles of Supply Chain Management
- **Required courses specific to Marketing Major:**
 - MKTG 421 International Marketing**
 - MKTG 423 Advertising
 - MKTG 428 Consumer Behavior
 - MKTG 345 Digital Marketing
 - *Electives - Choose Two:*
 - MKTG 327 Selling and Sales Management
 - MKTG 424 Research Methods
 - MKTG 426 Marketing Strategy
 - MKTG 447 Social Media Marketing

Bachelor of
Business
Administration
Degree (BBA)
Major: Marketing
76 Total Credits

New, required
courses added to
the meta-major

Need to decide between the major in Marketing or the Emphasis in Marketing?

The Marketing major will require 12 more credits than the emphasis area.

If you have elective credit to fill to reach the 120 total credits needed to graduate,
you might want to consider the Marketing major.

You aren't required to complete the Marketing major if it isn't advantageous to switch!

*This course is a Sustainability Perspective Gen Ed Course

**This course is a Global Culture Gen Ed Course