

Marketing Management

Program Type

Major

Students may elect a major in accounting, financial management, or marketing. All three majors require the completion of a common core of business courses in addition to the general College requirements. This core consists of the following courses totaling 31 semester hours:

Sophomore Year

Business 201 should be taken in concurrence with Accounting 210 or Economics 202.

Course Code	Title	Hours
BUS 201	Enterprise in a Commercial Republic	2
ACC 209	Principles of Accounting I	3
ACC 210	Principles of Accounting II	3
ECO 202	Principles of Microeconomics	3
ECO 206	Business and Economic Statistics	3
	Sub-Total Credits	14

Junior Year

Course Code	Title	Hours
BUS 315	Principles of Marketing	3
BUS 320	Quantitative Analysis	3
BUS 326	Leading People and Teams	3
BUS 330	Financial Management	3
LAW 320	Business Law I	3
	Sub-Total Credits	15

Senior Year

Course Code	Title	Hours
BUS 499	Business Capstone: Strategic Decision-Making in a Dynamic Economy	2
	Sub-Total Credits	2

Marketing Required Courses

Marketing majors complete all of the following:

Course Code	Title	Hours
BUS 452	Marketing Management	3
BUS 516	Marketing Research	3
	Sub-Total Credits	6

Two credits of Business 493. May be repeated for credit.

Course Code	Title	Hours
BUS 493	Special Topics	1-3
	Sub-Total Credits	2

Marketing majors complete three (3) of the following:

Course Code	Title	Hours
BUS 304	Entrepreneurship	3
BUS 306	Small Business Management	3
BUS 345	Professional Selling	3
BUS 353	International Business	3
BUS 442	Project Management	3
BUS 457	Digital Marketing	3
BUS 459	Advertising	3
BUS 460	New Product Development	3
BUS 493	Special Topics	1-3
	Sub-Total Credits	9

In addition to the above courses, students are required to demonstrate competency in calculus through completion of one of two cognate mathematics courses, MTH-112, Integral Calculus I-A, or MTH-120, Calculus I, or equivalent subject to the approval of the Mathematics Department.

Total Credits	48
----------------------	-----------