

MARKETING (BSBA) - MARKETING MANAGEMENT CONCENTRATION

Degree Requirements

Code	Title	Hours
General Education Requirements		
Select General Education Requirements (p. 1)		59-62
Major Requirements		
<i>Freshman Core</i>		
A. Complete the following:		
BUS 150	Intro to Business and Mgt (or Transfer Student Elective see footnote table below (p. 1)) ¹	3
<i>Upper Division Business Core</i>		
A 2.0 GPA is required in the Upper Division Business Core		
A. Complete the following:		
BUS 305	Data Analytics III	3
or ECO 453	Intro to Econometrics	
B. Complete the following:		
FIN 315	Business Finance	3
MGT 300	Management Theory and Practice	3
MGT 305	Organizational Comm - W	3
MGT 325	Operations Management	3
MKT 320	Principles of Marketing	3
<i>Experiential Learning</i>		
A. Select three hours from the following:		3
BUS 101	Prof Experience I	
BUS 201	Professional Experience II	
BUS 301	Professional Experience III	
BUS 302	Professional Preparation	
B. Select one of the following:		3
ACC 496	Accounting Internship	
ECO 496	Economics Internship	
FIN 496	Finance Internship	
MGT 496	Management Internship	
MKT 496	Marketing Internship	
<i>Marketing Management Concentration</i>		
A 2.0 GPA is required for all courses counted towards the major		
A. Complete the following:		
MKT 336	International Marketing	3
MKT 374	Consumer Behavior	3
MKT 375		3
MKT 380	Integrated Mkt Communications	3
MKT 382	Brand Management	3
MKT 384	Market Research	3
MKT 385	Services Marketing	3
MKT 479	Marketing Policy - W	3
B. Select one of the following:		3
MKT 340	Marketing Analytics	
MKT 350	Digital Marketing	

MKT 376	Business to Business Marketing	
MKT 379	Retailing	
MKT 381	Sales Mgt & Personal Selling	
<i>Business Electives</i>		
A. Select two courses from 300-494 Electives from ACC, ECO, FIN, MGT, MKT		6
<i>Business Policy Capstone</i>		
A. Complete the following:		
MGT 485	Bus Policy in Global Eco - W	3
or MGT 486	Undergraduate Comp Exam	
Minor Requirements		
A minor is not required for this degree program		0
Total Hours		122-125

Footnote

¹ BUS 150 or Transfer Student Elective for students transferring into the College with more than 45 hours. Students transferring with 46-60 hours are highly encouraged to take BUS 150.

Notes:

- **Transfer credit will only be awarded for courses in the Marketing Management Concentration if the course was taken at an AACSB accredited institution.**
- **Only one internship may be counted towards a business degree. Internship courses may only be used to fulfill the Experiential Learning requirement and may not be used as business electives or to fulfill any other degree requirement.**

General Education Requirements

Code	Title	Hours
Area I - Written Composition		
A. Complete the following:		
EH 101	English Composition I	3
B. Complete the following:		
EH 102	English Composition II	3
Area II - Humanities & Fine Arts		
A. Select one of the following: see footnote table below (p. 3) ¹		3
EH 215	Brit Lit before 1785	
EH 216	Brit Lit after 1785	
EH 225	Am Lit before 1865	
EH 226	Am Lit after 1865	
EH 235	World Lit before 1650	
EH 236	World Lit after 1650	
B. Select one of the following:		3
ARH 100	Survey of Art	
ARH 103	Art History I	
ARH 123	Art History II	
ARS 101	Art Appreciation	
DRA 110	Introduction to Theatre	
MUL 101	Introduction to Music	
C. Select six hours from the following:		6
AFR 101	Intro to African Amer Studies	
ARH 100	Survey of Art	

ARH 103	Art History I	LGS 171	Introductory Korean I
ARH 123	Art History II	LGS 172	Introductory Korean II
ARH 203	Survey of Non-Western Art	LGS 201	Intermediate Japanese I
ARS 101	Art Appreciation	LGS 202	Intermediate Japanese II
CLA 110	Intro Anc Greek Roman Culture	LGS 206	Intermediate Arabic I
CA 110	Public Speaking	LGS 207	Intermediate Arabic II
DRA 110	Introduction to Theatre	LGS 210	Intermediate ASL I
EH 215	Brit Lit before 1785	LGS 211	Intermediate ASL II
EH 216	Brit Lit after 1785	MUL 101	Introduction to Music
EH 225	Am Lit before 1865	PHL 110	Introduction to Philosophy
EH 226	Am Lit after 1865	PHL 120	Critical Thinking
EH 235	World Lit before 1650	PHL 121	Introduction to Logic
EH 236	World Lit after 1650	PHL 131	Introduction to Ethics
LG 101	Introductory Latin I	PHL 231	Social Ethics
LG 102	Introductory Latin II	PHL 240	Western Philosophy: Classical
LG 111	Introductory French I	REL 100	Intro to the Study of Religion
LG 112	Introductory French II	REL 200	Old Testament/Hebrew Bible
LG 121	Introductory Chinese I	REL 201	Survey of the New Testament
LG 122	Introductory Chinese II	Area III – Natural Sciences & Mathematics	
LG 131	Introductory Spanish I	A. Select one of the following:	
LG 132	Introductory Spanish II	MA 120	Calculus and Its Applications 3-4
LG 141	Intro Classical Greek I	or MA 125	Calculus I
LG 142	Intro Classical Greek II	B. Select 8-10 hours from the following: 8-10	
LG 151	Introductory German I	AN 121	Biological Anthropology
LG 152	Introductory German II	& 121L	and Biological Anthropology Lab
LG 153	Accelerated Intro German	BLY 101	Life Science I
LG 171	Introductory Russian I	& 101L	and Life Science I Laboratory
LG 172	Introductory Russian II	or BLY 121	General Biology I
LG 173	Accelerated Intro Russian	& 121L	and General Biology I Lab
LG 201	Intermediate Latin I	BLY 102	Life Science II
LG 202	Intermediate Latin II	& 102L	and Life Science II Lab
LG 211	Intermediate French I	or BLY 122	General Biology II
LG 212	Intermediate French II	& 122L	and General Biology II Laboratory
LG 213	Accelerated Inter French - H	CH 101	Survey of Inorg and Org Chem
LG 221	Intermediate Chinese I	& 101L	and Survey Inorg-Org Chem Lab
LG 222	Intermediate Chinese II	CH 131	General Chemistry I
LG 231	Intermediate Spanish I	& 131L	and General Chemistry I Lab
LG 232	Intermediate Spanish II	CH 132	General Chemistry II
LG 234	Inter Spanish Accel -H	& 132L	and General Chemistry II Lab
LG 241	Interm Classical Greek I	GEO 101	Environmental Geography
LG 242	Interm Classical Greek II	& 101L	and Environmental Geography Lab
LG 251	Intermediate German I	GEO 102	Earth and the Environment
LG 252	Intermediate German II	& 102L	and Earth and the Environment Lab
LG 271	Intermediate Russian I	GY 111	Physical Geology
LG 272	Intermediate Russian II	& 111L	and Physical Geology Lab
LG 273	Intensive Second Year Russian	GY 112	Earth History
LGS 101	Introductory Japanese I	& 112L	and Earth History Lab
LGS 102	Introductory Japanese II	MAS 134	Ocean Science
LGS 106	Introductory Arabic I	& 134L	and Ocean Science Lab
LGS 107	Introductory Arabic II	PH 101	Introduction to Astronomy
LGS 110	Intro American Sign Language I	& 101L	and Introduction to Astronomy Lab
LGS 111	Intro American Sign Lang II	PH 104	Concepts of Physics
		& 104L	and Concepts of Physics Laboratory
		PH 114	Physics with Algebra-Trig I
		& 114L	and Alg-Trig Based Physics I Lab

PH 115 & 115L	Physics with Algebra -Trig II and Alg-Trig Based Physics II Lab
PH 201 & 201L	Calculus-Based Physics I and Calculus-Based Physics I Lab
PH 202 & 202L	Calculus-Based Physics II and Calculus-Based Physics II Lab

Area IV – History, Social & Behavioral Sciences see footnote table below (p. 3) ¹

A. Select one of the following:	3	
HY 101	HY of Western Civilization I	
HY 102	HY of Western Civilization II	
HY 135	US History to 1877	
HY 136	US History since 1877	
B. Select one of the following:	3	
AN 100	Intro to Cultural Anthropology	
AN 101	Intro Archaeology-Bio Anthro	
CA 100	Intro to Communication	
CA 211	Interpersonal Comm	
CJ 105	Introduction to Criminal Justice	
GEO 114	People, Places, Environment	
GEO 115	World Regional Geography	
GS 101	Intro to Gender Studies	
HY 101	HY of Western Civilization I	
HY 102	HY of Western Civilization II	
HY 135	US History to 1877	
HY 136	US History since 1877	
IS 100	Global Issues	
IST 201	Seasons of Life	
NAS 101	Intro Native American Studies	
PSC 130	Intro to US Government	
PSY 120	Introduction to Psychology	
PSY 250	Life Span Development	
SY 109	Introductory Sociology	
SY 112	Social Problems	
C. Complete the following:		
ECO 215	Prin of Microeconomics	3
ECO 216	Prin of Macroeconomics	3

Area V 200-Level Business Core

A grade of at least C is required for each course

A. Complete the following:		
ACC 211	Financial Accounting	3
ACC 212	Managerial Accounting	3
B. Complete the following:		
BUS 245	Data Analytics I	3
BUS 255	Data Analytics II	3
C. Complete the following:		
BUS 265	Legal Environ of Business I	3
D. Complete the following:		
CIS 250	Advanced Comp Applications	3

Total Hours 59-62

Footnote

¹ Students must complete a 6 credit hour sequence either in literature (Area II – EH 215 & EH 216, EH 225 & EH 226, or EH 235 & EH 236) or history (Area IV – HY 101 & HY 102 or HY 135 & HY 136).

Graduation Plan

(122 Total Hours)

Course	Title	Hours
First Year		
Fall		
EH 101	English Composition I	3
BUS 150	Intro to Business and Mgt	3
MA 120 or MA 125	Calculus and Its Applications or Calculus I	3-4
Fine Art	Area II ¹	3
History	Area IV ¹	3
BUS 101	Prof Experience I	1
Hours		16-17
Spring		
EH 102	English Composition II	3
ECO 215	Prin of Microeconomics	3
CIS 250	Advanced Comp Applications	3
Humanities or Fine Art	Area II ¹	3
Natural Science + Lab	Area III ¹	4
Hours		16
Second Year		
Fall		
ACC 211	Financial Accounting	3
BUS 245	Data Analytics I	3
ECO 216	Prin of Macroeconomics	3
Literature	Area II ¹	3
Natural Science + Lab	Area III ¹	4
Hours		16
Spring		
ACC 212	Managerial Accounting	3
BUS 255	Data Analytics II	3
BUS 265	Legal Environ of Business I	3
BUS 201	Professional Experience II	1
2nd History	Area IV ²	3
Fine Art	Area II ¹	3
Hours		16
Third Year		
Fall		
MGT 300	Management Theory and Practice	3
MGT 305	Organizational Comm - W	3
BUS 301	Professional Experience III	1
MKT 320	Principles of Marketing	3
FIN 315	Business Finance	3
Business Elective #1 ³		3
Hours		16
Spring		
MKT 336	International Marketing	3
MKT 374	Consumer Behavior	3
MKT 384	Market Research	3
BUS 305 or ECO 453	Data Analytics III or Intro to Econometrics	3
MGT 325	Operations Management	3
Hours		15

Fourth Year**Fall**

MKT 375		3
MKT 380	Integrated Mkt Communications	3
MKT 381	Sales Mgt & Personal Selling	3
MKT 340 or MKT 385	Marketing Analytics or Services Marketing	3
MKT 496	Marketing Internship	3
Hours		15

Spring

MKT 479	Marketing Policy - W	3
Select one MKT Elective #1 from the following:		3
MKT 340	Marketing Analytics	
MKT 350	Digital Marketing	
MKT 376	Business to Business Marketing	
MKT 379	Retailing	
Business Elective #2 ³		3
MGT 485	Bus Policy in Global Eco - W	3
MGT 486	Undergraduate Comp Exam	0
Hours		12
Total Hours		122-123

Footnote

¹ See General Education Requirements for options.

² All students must complete either a literature or a history sequence. However, because International Business students are required to take two course foreign language series fulfilling the Area II humanities requirements, International Business majors should elect the history sequence in Area IV unless they fulfill the foreign language proficiency through testing.

³ Anything in MCOB at the 300 or 400 level not used to fulfill another requirement except internship courses.