

MARKETING, BS

Code	Title	Credits
Business Core		
ACCT 211	Principles of Accounting I	3
ACCT 212	Principles of Accounting II	3
BLAW 305	Business Law I: Legal Environment and Contract Law	3
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3
FIN 230	Business Statistics I	3
FIN 350	Managerial Finance	3
MGMT 101	Introduction to Business	3
MGMT 221	Computer Concepts and Applications	3
MGMT 300	Management Principles	3
MKTG 301	Principles of Marketing	3
Select one of the following:		3
ECON 470	International Business & Economics	
MGMT 440	International Management	
MKTG 471	International Marketing	
Marketing Core		
MKTG 331	Principles of Selling	3
MKTG 391	Consumer Behavior	3
MKTG 411	Integrated Marketing Communications (IMC)	3
MKTG 441	Marketing Research	3
MKTG 491	Strategic Marketing Management	3
MKTG 495	Senior Examination	0
Marketing Emphasis Areas		
Select one of the following:		9
<i>Digital Marketing Emphasis</i>		
MKTG 451	Introduction to Digital Marketing	
MKTG 452	Social Media Marketing	
MKTG 453	Digital Marketing Analytics	
<i>General Marketing Emphasis</i>		
Select 9 credits of the following:		
MKTG 321	Retail Management	
MKTG 431	Sales Management	
MKTG 442	Creativity and Innovation	
MKTG 451L	e-Marketing Lab	
MKTG 452	Social Media Marketing	
MKTG 455	Mobile Marketing	
MKTG 461	Entrepreneurial Marketing	
MKTG 481	Business Negotiation	
<i>Sales Emphasis</i>		
MKTG 421	Business-to-Business Marketing	
MKTG 431	Sales Management	
MKTG 461	Entrepreneurial Marketing	
Total Credits		60