

Marketing Major

The undergraduate program in marketing offers a solid curriculum and learning experiences that prepare students for success. The marketing major is designed to offer a solid understanding of marketing with cutting edge ideas and practices that prepare students for their first position in marketing and provide the foundation needed to advance.

THIRD YEAR

<i>Fall</i>		<i>Spring</i>	
BLAW 3391, Business Law I	3	ISQS 3344, Prod. & Operations Mgt.	3
FIN 3320, Financial Management	3	Group A+	9
MGT 3370, Organization & Mgt.	3	Group B^	3
MGT 3373, Managerial Communication	3	TOTAL	15
MKT 3350, Intro. to Marketing	3		
TOTAL	15		

FOURTH YEAR

<i>Fall</i>		<i>Spring</i>	
Jr./Sr. Economics Course**	3	MGT 4380, Strategic Management	3
Group A+	6	Group A+	3
Free Elective	3	Group B^	3
Elective (Non BA or Non Eco.)*	3	Free Elective*	3
TOTAL	15	TOTAL	12

TOTAL HOURS: 120

* These are the only courses not requiring a grade of C or higher.

** Any upper-level economics course except ECO 3323 and 4332.

+ Group A – Choose six courses from MKT 3351, 3352, 3353, 3356, 4351, 4354, 4358, 4359, 4360, 4370, 4371, 4383; IB 4361.

^ Group B – Choose two additional junior- or senior-level business courses provided they are not used to fulfill another requirement.