

Marketing Major

In addition to the Business Foundation requirements, a **Marketing major** must complete the following courses:

Program: Marketing

Type: Bachelor of Business Administration

Business Foundation Requirements

Business Foundation Requirements

Take the 37 credits of Business Foundation Courses.

Required Courses

Required Courses

| Item # | Title | Credits |
|----------|-----------------------|---------|
| MRKT 332 | Consumer Behavior | 3 |
| MRKT 341 | Promotions Management | 3 |
| MRKT 441 | Marketing Research | 3 |
| MRKT 446 | Marketing Management | 3 |
| MRKT 389 | Digital Marketing | 3 |

Take 9 credits from the following:

| Item # | Title | Credits |
|----------|---------------------------|---------|
| BUSN 498 | Business Internship | 3 |
| MRKT 333 | Advertising | 3 |
| MRKT 345 | Desktop Publishing Design | 3 |
| MRKT 331 | Entrepreneurship | 3 |
| MRKT 352 | Public Relations | 3 |

Electives

Electives

Choose 6 credits from MRKT, MGMT, LEAD, CPSC, ART or other department approved courses.

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|-----------------------|-----------|
| Total credits: | 67 |
|-----------------------|-----------|