

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

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Take the 37 credits of Business Foundation Courses.

Required Courses

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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

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

Total credits:

67
