

## MARKETING

Marketing emphasizes the facilitation of exchanges between one business and another as well as between businesses and consumers. Key marketing activities include designing and modifying products, pricing, selling and sales management, and gathering and interpreting market information. Career opportunities in marketing include retail management and buying, industrial and retail sales, distribution management, promotion and brand management, and market research.

<b>MARKETING</b>			
<b>Total Hours: 129</b>			
<u>FRESHMAN YEAR</u>	<u>Sem. Hrs.</u>	<u>SOPHOMORE YEAR</u>	<u>Sem. Hrs.</u>
Communications 135	3	Accounting 205, 206	6
Approved elective (outside College of Business)	3	Management 210	3
English 105, 115	6	Anthropology 205 or 210 or Sociology 105	3
Fine and performing arts <sup>1</sup>	3	Mathematics 260	3
History <sup>1</sup>	3	Economics 201 and 202	6
Mathematics 121	3	English 226 <sup>2</sup>	3
Information Systems/Decision Sciences 150	3	Business Law 280	3
Science (two-term sequence)	6	Information Systems/Decision Sciences 265	3
Psychology 152	<u>3</u>	Approved elective (outside College of Business)	<u>3</u>
	<u>33</u>		<u>33</u>
<u>JUNIOR YEAR</u>	<u>Sem. Hrs.</u>	<u>SENIOR YEAR</u>	<u>Sem. Hrs.</u>
Science (non-sequential area)	3	Information Systems/Decision Sciences 350	3
Information Systems/Decision Sciences 383	3	Management 480	3
Finance 301	3	English (Literature 200 level)	3
Management 301	3	Marketing 445, 450	6
Marketing 301, 310, 312, 330	12	Marketing electives	6
Approved electives (College of Business)	<u>6</u>	Approved electives (College of Business)	3
	<u>30</u>	Approved electives (outside College of Business)	<u>9</u>
			<u>33</u>

**NOTE:** Six hours of approved courses with international content must be integrated into the curriculum.

<sup>1</sup>See "General Education Course Requirements" under **DEGREE REQUIREMENTS** for restrictions.

<sup>2</sup>NOTE: English 325 may be substituted for English 226