

Marketing
(Department of Management and Business)
Major Requirements

<u>Major Courses</u>	<u>Credits</u>	<u>Semester Completed</u>
[ACCT 141] Financial Accounting	3	
[ACCT 242] Managerial Accounting	3	
[BIS 190] Strategic Use of Information Technology	3	
[BUSA 102] Opportunities in Business	1	
[BUSA 120] Principles of Management	3	
[BUSA 350] Financial Management	3	
[BUSA 356] Decision-Making Tools in Management	3	
[BUSA 381] Business Law I: The Legal Foundation for Business	3	
[BUSA 459] Strategic Management	3	
[ECON 120] Introduction to Economics–Macro Economics	3	
[ECON 220] Principles of Microeconomics	3	
[MRKT 230] Marketing Principles	3	
[MRKT 333] Consumer Behavior	3	
[MRKT 337] Advertising	3	
[MRKT 339] Marketing Research	3	
[MRKT 438] Marketing Management and Strategy	3	
[STAT 281] Applied Statistics for Management	3	
<i>One of the following:</i>	3-4	
[MATH 107] Applied Mathematics for Management (3)		
[MATH 108] Intuitive Calculus with Applications (3)		
[MATH 111] Calculus I (4)		
<i>Two of the following:</i>	6	
[ART 112] Introduction to Graphic Design Problem Solving (3)		
[ART 130] Introduction to Computer Art (3)		
[ART 182] Color and Design (3)		
[ART 211] Computer Art (3)		
[ART 237] Typography and Visual Communications (3)		
[ART 251] Photography I (3)		
[ART 312] Digital Prints: Concepts and Structures (3)		
[ART 337] Graphic Design and Professional Practice (3)		
[ART 347] Publication Portfolio: Design as Service (3)		
[ART 411] Advanced Computer Art (3)		
[ART 437] Graphic Design III (3)		
[BUSA 305] Writing for Business (3)		
[COMM 205] Public Relations (3)		
[COMM 211] Media in Everyday Life (3)		
[COMM 218] Mass Media and Society (3)		
[COMM 241] Small Group Communication (3)		
[COMM 247] Writing for Mass Media (3)		
[COMM 301] Persuasion: Theory and Practice (3)		
[COMM 333] Business/Organizational Comm. (3)		
[COMM 341] Communication Theory (3)		
[COMM 353] Crisis Communication and Media Relations (3)		
[ENGL 112] Newswriting (3)		
[MRKT 357] Personal Selling (3)		
[MRKT 360] Topics in Marketing (3)		
[SPMT 314] Sponsorship and Marketing in Sport Management (3)		

General Education requirements on next page

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General Education Requirements

<u>Courses</u>	<u>Credits</u>	<u>Semester Completed</u>
First Year Seminar	3	
Oral Communications	3	
Created and Called for Community	3	
Mathematical Sciences ([MATH 107] or [MATH 108] or [MATH 111])	3 or 4	<u>met by major</u>
Laboratory Science	3 or 4	
Science, Technology & the World	3	
Two of the following:	6	
Social Science (3 credits – [ECON 120])		<u>met by major</u>
European History (3 credits)		
United States History (3 credits)		
Literature	3	
Philosophy and Religion	3	
Arts	3	
Language/Cross Cultural		
First Semester of Language	3	
Second Semester of Language	3	
Third Semester of Language or Cross Cultural	3	
Non-Western Studies	2 or 3	
Bible	3	
Christian Beliefs	3	
Health and Physical Fitness		
Introduction to Wellness	2	
Activity Course	1	
One of the following:	3	
Ethics (3 credits)		
World Views (3 credits)		
Pluralism in Contemporary Society (3 credits)		
Writing Enriched Course		

SUMMARY OF DEGREE REQUIREMENTS:

General Education	50-52
Major Requirements	58-59
Free Electives	12-15
Total	123

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