Marketing, General

The marketing program prepares students for success through a curriculum that includes a strong liberal education core, and major-specific coursework that provides in-depth knowledge of marketing and business. The program also helps students develop communication, teamwork, and problem solving skills, which are highly valued by organizations seeking to employ marketing professionals.

Graduates work in a wide variety of industries and organizations in such positions as account representatives, communications specialists, event marketing coordinators, marketing researchers, retail buyers, and social media managers.

Business Core*
- Acct 201 Principles of Accounting I
- Bcom 206 Business Writing*
- Bcom 207 Business Presentations*
- Bsad 300 Diversity in the Workplace
- Bsad 305 Legal and Regulatory Environment
- Fin 320 Principles of Finance
- IS 240 Information Systems in Business
- Mgmt 340 Organizational Behavior
- Mgmt 341 Operations Management
- Mktg 330 Principles of Marketing
- Mgmt 449 Strategic Management in a Global Business Environment

Required Courses*
- Acct 312 Managerial Accounting
- Mktg 331 Buyer Behavior
- Mktg 334 Marketing Research
- Mktg 338 Marketing Analytics and Technology
- Mktg 438 Marketing Management

Additional Requirements*
17 credits from Bsad 180, 306; Mktg 332, 335, 336, 337, 398, 425, 432, 433, 434, 437, 491; Mgmt 343, 441; Bcom 306, 307, 405.

Student Professional Development Program*
Four required workshops covering topics such as career planning, professional image, interviewing, etiquette, and networking.

*See the university catalog for course requirements and restrictions.

1 with one course at most from MGMT 343, MGMT 441
2 with two courses at most from BCOM 306, BCOM 307, BCOM 405.

Questions? Contact
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Updated 6.6.17