

# BUSINESS MAJOR WITH A CONCENTRATION IN MARKETING

A concentration in Marketing prepares a student for further study and career options in product management, market research, marketing analytics and marketing strategy, and other marketing related aspects of business. Students interested in branding, advertising, social media marketing should consider a business degree with a concentration in Marketing. In addition to the common core, a student declaring a concentration in Marketing must take three additional courses and one departmental elective.

## Requirements for a Major in Business (Marketing Concentration)

### Bachelor of Arts

## Core Requirements for a Major in Business

Code	Title	Hours
<b>Core Requirements</b>		
MATH 111 or MATH 113	Introduction to Statistics	3
CSCI 106	Exploring Quantitative Analysis	3
ECON 201 & ECON 202	Principles of Economics-Micro and Principles of Economics-Macro	6
ACCT 221 & ACCT 222	Accounting I and Accounting II	6
BUSN 111	Foundations in Business <sup>1</sup>	3
BUSN 313	Organizational Behavior	3
BUSN 336	Financial Management	3
BUSN 343	Operations Management	3
BUSN 380	Principles of Marketing	3
<b>Total Hours</b>		<b>33</b>

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This course is a prerequisite for BUSN 313 Organizational Behavior, BUSN 343 Operations Management and BUSN 380 Principles of Marketing.

## Requirements for a Concentration in Marketing

Code	Title	Hours
BUSN 400	Marketing Strategy	3
Select two of the following: <sup>1</sup>		6
BUSN 385	Consumer Behavior	
BUSN 388	Digital and Social Media Marketing	
BUSN 395	Marketing Research	
BUSN 453	Internship in Marketing <sup>2</sup>	
Select one additional ACCT, BUSN, or ECON course at the 200 level or higher		3
<b>Total Hours</b>		<b>12</b>

1

Appropriate Special Topics or other courses may be substituted with departmental approval.

2

BUSN 453 Internship in Marketing requires departmental approval.

Students considering graduate studies in business are strongly encouraged to complete MATH 131 .