

### GENERAL EDUCATION REQUIREMENTS

<input type="checkbox"/>	IT 101	Information Technology
<input type="checkbox"/>	EXP 1	Expository Writing I <sup>1</sup>
<input type="checkbox"/>	EXP 2	Expository Writing II <sup>1</sup>
<input type="checkbox"/>		Literature/Cinema/EMS <sup>2</sup>
<input type="checkbox"/>	MA	Mathematical Science I <sup>3</sup>
<input type="checkbox"/>	MA	Mathematical Science II <sup>3</sup>
<input type="checkbox"/>	NASC	Natural Science (4cr)
<input type="checkbox"/>		Global Studies: GLS 100, 101, 102, 105, or 116
<input type="checkbox"/>	HI	History
<input type="checkbox"/>	PH 101	Problems of Philosophy
<input type="checkbox"/>	PS/SO	Behavioral Science
<input type="checkbox"/>	EC 111	Principles of Microeconomics
<input type="checkbox"/>	EC 112	Principles of Macroeconomics
<input type="checkbox"/>	FS 111	First Year Seminar (1cr)

### BUSINESS CORE REQUIREMENTS

<input type="checkbox"/>	GB 110	Legal and Ethical Environment of Business
<input type="checkbox"/>	GB 112	Tools & Concepts in Accounting & Finance
<input type="checkbox"/>	GB 212	Practice & Applications in Acct. & Finance
<input type="checkbox"/>	GB 213	Business Statistics
<input type="checkbox"/>	GB 214	Marketing-Operations Fundamentals
<input type="checkbox"/>	GB 215	Human Behavior and Organizations
<input type="checkbox"/>	GB 310	Business Processes and Systems
<input type="checkbox"/>	GB 320	General Business Field Project
<input type="checkbox"/>	GB 410	Global Strategy

### MAJOR REQUIREMENTS

<input type="checkbox"/>	MK 322	Marketing Research
<input type="checkbox"/>	MK 400	Marketing Management <sup>4</sup>
<input type="checkbox"/>	MK/PRS	Marketing/Professional Sales Elective <sup>5</sup>
<input type="checkbox"/>	MK/PRS	Marketing/Professional Sales Elective <sup>5</sup>
<input type="checkbox"/>	MK/PRS	Marketing/Professional Sales Elective <sup>5</sup>
<input type="checkbox"/>	MK/PRS	Marketing/Professional Sales Elective <sup>5</sup>
<input type="checkbox"/>		Marketing-Related Elective <sup>6</sup>
<input type="checkbox"/>		Marketing-Related Elective <sup>6</sup>

### ELECTIVES<sup>7, 8</sup>

<input type="checkbox"/>	MA/NASE	Math or Natural Science Elective
<input type="checkbox"/>		Humanities/Social Science Elective
<input type="checkbox"/>		Business Related Elective
<input type="checkbox"/>		Arts & Science Elective
<input type="checkbox"/>		Arts & Science Elective
<input type="checkbox"/>		Arts & Science Elective
<input type="checkbox"/>		Arts & Science Elective
<input type="checkbox"/>		Arts & Science Elective
<input type="checkbox"/>		Unrestricted Elective
<input type="checkbox"/>		Unrestricted Elective

### COURSE FOCUS REQUIREMENTS

- U.S. Diversity Intensive (D)
- International Intensive (I)
- Communication Intensive (C)
- Communication Intensive/Major (MK 400)

Office Notes:

Approved Minor in \_\_\_\_\_

**Total credits required 122**

**Note: Transfer students with at least 15 credits in transfer will complete 121 credits.**

**All courses are 3 credits unless otherwise indicated.**

**IMPORTANT NOTICE!** Students are responsible for understanding all university policies, procedures and requirements. Such information can be found in the Undergraduate Course Catalogue, Registrar's website, and the Student Handbook. Please be aware that overall and major averages must be at least 2.000 for graduation. This information is to help the student in monitoring progress toward the degree. Responsibility for meeting all degree requirements rests with the student.

1. Placement in this course is determined by the English and Media Studies department
2. Requirement may be fulfilled with any LIT/CIN/EMS course or MLCH 402, MLFR 304, MLIT 304, MLSP 301, 404, or 405.
3. The Math sequence consists of either MA 123 & MA 126 or MA 131 & MA 139, depending upon departmental placement.
4. MK 400 serves as the senior capstone and requires the prior completion of 2 MK courses (6 credits). This course should be taken senior year.
5. Any MK or PRS courses not otherwise required can fulfill the MK elective requirements. Major electives should be selected in consultation with a faculty mentor.
6. All AC, AF, FI, IDCC, IPM, MG, MK or PRS courses not otherwise required; any LA course numbered 200 or higher (except for LA 402), ID 350, EC 224, 225, 232, 270, 271, 272, 273, 275, 311, 315, 333, 346, 361, 381, 391, 402, & 454 and CS 350, 360, 401, 402, 421, 440, & 460. SO 263 may also be used as a MG related elective.
7. Elective guidelines are available on the Registrar's website.
8. An optional 12-credit minor program must be pre-approved by the appropriate academic department.

## Marketing

Marketing majors are equipped to pursue positions in many fields, including business development, branding, promotions and advertising, retailing, marketing research, marketing planning and product development.

With only two required courses, the Marketing major has considerable flexibility through marketing and related electives to generalize or specialize as desired. Students should work closely with a faculty mentor in mapping out a program of study.

### Required Courses

1. MK 322 Marketing Research
2. MK 400 Marketing Management
3. MK/PRS Elective
4. MK/PRS Elective
5. MK/PRS Elective
6. MK/PRS Elective
7. MK Related Elective (see below)
8. MK Related Elective (see below)

### Marketing major prerequisite structure:

Courses	Prerequisites
<b>MK 322</b>	GB 213 (CPR) & GB 214
<b>MK 400</b>	GB 214, 2 MK courses, & CC7
<b>MK/PRS Elective</b>	vary by course
<b>MK/PRS Elective</b>	vary by course
<b>MK/PRS Elective</b>	vary by course
<b>MK/PRS Elective</b>	vary by course
<b>MK Related Elective</b>	vary by course
<b>MK Related Elective</b>	vary by course

CPR= co- or prerequisite

- GB 214 is a prerequisite for taking the more advanced courses for the major. MK majors must complete GB 214 in the sophomore year.
- It is *strongly* recommended that MK 322 is taken during the junior year.
- MK 400 has a prerequisite of 2 completed MK courses (6 credits); this course should be taken in senior year.
- Marketing/Professional Sales Electives: Any four MK or PRS courses beyond those already required.
- Marketing Related Electives  
All AC, AF, FI, IDCC, IPM, MG, MK or PRS courses not otherwise required; any LA course numbered 200 or higher (except for LA 402), ID 350, EC 224, 225, 232, 270, 271, 272, 273, 275, 311, 315, 333, 346, 361, 381, 391, 402, & 454 and CS 350, 360, 401, 402, 421, 440, & 460. SO 263 may also be used as a MG related elective.