

Bachelor of Business Administration with a Major in



MARKETING



Required Courses

College of Business Core (27 Hrs.)			
Course	Course Name	Hrs.	✓
ACCT 203	Principles of Accounting I	3	
ACCT 204	Principles of Accounting II	3	
BCOM 301	Strategic Business Communication	3	
FIN 305	Managerial Finance	3	
GBUS 204	Business Law I	3	
MGT 301	Management Principles	3	
MGT 602	Production & Operations Management	3	
MGT 650	Business Policy	3	
MKT 301	Marketing Principles	3	

Marketing Core (18 Hrs.)			
Course	Course Name	Hrs.	✓
MKT 302	Strategic Selling	3	
MKT 601	Consumer Behavior	3	
MKT 604	Marketing Research	3	
MKT 606	International Marketing	3	
MKT 610	Social Media Marketing	3	
MKT 650	Marketing Strategy	3	

Pre-Requisite Courses (12 Hrs.)			
Course	Course Name	Hrs.	✓
ECON 201	Principles of Econ: Micro	3	
ECON 202	Principles of Econ: Macro	3	
MATH 250	Elements of Statistics	3	
MATH 331	Calculus Methods	3	
	OR		
MATH 234	Analytic Geometry & Calculus I	5	

Marketing Electives (12 Hrs.)			
Course	Course Name	Hrs.	✓
MKT 400	Marketing Internship	3	
MKT 402	Sales Management	3	
MKT 403	Retail Management	3	
MKT 602	Integrated Marketing Communications	3	
MKT 607	Business-to-Business Marketing	3	
MKT 609	Digital Marketing	3	
MKT 611	Social Media Marketing Content & Analytics	3	
MKT 673	Sales & Service Technology	3	
MKT 674	Marketing Analytics	3	
MKT 675	Sport Marketing Strategy	3	

Free Electives

(29 Hrs.)

Course	Course Name	Hrs.	✓
MGT 101	Intro. to Business	3	
BCOM 210	Intro. to Professional Development	3	
BCOM 400	Global Business Communication	3	
COMM 348	Intro. to Public Relations & Advertising	3	
COMM 414	Business & Professional Speaking	3	
COMM 601	Persuasion	3	
ENTR 301	Intro. to Entrepreneurship	3	
ENTR 350	Opportunity Development & Creativity	3	
ENTR 401	Opportunity Evaluation	3	
ENTR 605	New Venture Creation	3	
LDRS 300	Intro. to Leadership Concepts	3	
LDRS 302	Intro. to Leadership Behavior	3	
LDRS 310	Field Work in Leadership Studies	3	
MGT 475	Business, Society, & Ethics	3	
MGT 606	International Business	3	
THM 621	Tourism & Hospitality Marketing	3	

Earn a Minor or Certificate

Earn a Minor

Our Recommendations: (others are possible)

Minor	Hrs.	✓
Business Communication	21	
Tourism & Hospitality	21	
Entrepreneurship	21	
Management	21	
Web Development	21	
Leadership Studies	21	

Earn a Certificate

Our Recommendations: (others are possible)

Certificate	Hrs.	✓
Professional Development	9	
Social Media Marketing	12	
Workforce Development	9	
Tourism & Hospitality Marketing	12	

Total Credit Hours Required:	Hrs.	✓
University General Education	34	
College of Business Core	27	
Marketing Core	18	
Marketing Electives	12	
Free Electives	29	
TOTAL	120	

