

MARKETING

(61 credits)

Business Core Curriculum

(all Business majors): 40 credits

The School of Business offers eight undergraduate degree programs: Accounting, Business Analytics, Entrepreneurship, Finance, General Business, International Business, Marketing, and Management. Students in each Business major must complete a 40-credit core curriculum consisting of the following courses, in which a minimum grade of C- is required for credit toward the major, with the exceptions noted below.

Code	Title	Credits
ECO206	Principles of Microeconomics	3
ECO207	Principles of Macroeconomics	3
BUS093	Business Workshop	0
BUS095	Excel Tutorial	0
BUS201	Financial Accounting (Accounting majors must earn at least C+)	3
BUS202	Managerial Accounting	3
BUS250	Principles of Management	3
BUS271	Legal Environment of Business	3
BUS301	Internship & Career Practicum	1
BUS309	Statistics for Business and Economics I	3
BUS311	Statistics for Business and Economics II	3
BUS312	Operations Management	3
BUS325	Marketing	3
BUS341	Fundamentals of Corporate Finance (Finance majors must earn at least C+)	3
BUS450	Strategic Management	3
	Applied Learning requirement	3
Total Credits		40

Building on this core curriculum, students in each of the eight majors complete specialized courses, detailed below. Except where otherwise noted, a minimum grade of C- is required for credit toward the major.

Code	Title	Credits
Required Marketing Courses (6 Credits)		
BUS326	Consumer Behavior	3
BUS425	Marketing Research	3
Tracks (15 Credits)		
Select one of the following tracks:		15
General Marketing		
Food Marketing		
Total Credits		21

General Marketing

Code	Title	Credits
Select five of the following:		15
BUS327	Sales Management	
BUS328	Food Retail Management	
BUS329	Food Category Management	

BUS360	Digital Marketing Strategy
BUS386	Marketing Analytics
BUS427	Advertising Strategy
BUS429	Marketing Strategy
BUS430	International Marketing
BUS452	Digital Marketing Analytics

Total Credits 15

Food Marketing

Code	Title	Credits
BUS328	Food Retail Management	3
BUS329	Food Category Management	3
BUS429	Marketing Strategy	3
Select two of the following:		6
BUS327	Sales Management	
BUS360	Digital Marketing Strategy	
BUS386	Marketing Analytics	
BUS427	Advertising Strategy	
BUS430	International Marketing	
BUS452	Digital Marketing Analytics	

Total Credits 15