

Marketing

Marketing Program Mission

The Marketing graduate is capable of filling marketing positions in organizations and communities.

Marketing Program Goals and Outcomes

Student Learning Goals	Student Learning Outcomes
SLG 1: Graduates will be prepared for entry into and advancement in marketing roles within organizations.	SLO 1: Graduates will demonstrate a foundational knowledge of Business Ethics.
	SLO 2: Graduates will demonstrate a foundational knowledge of Business Integration and Strategic Management.
	SLO 3: Graduates will demonstrate a foundational knowledge of Global Dimensions of Business.
	SLO 4: Graduates will demonstrate a foundational knowledge of Marketing principles.
	SLO 5: Graduates will demonstrate a foundational knowledge of Business Leadership.
	SLO 6: Graduates will demonstrate a foundational knowledge of Business Communications.

Bachelor of Science with a Major in Marketing

General Education

General Education Courses 38

Business Required General Education Courses

ECON 201	Principles of Microeconomics	
ECON 202	Principles of Macroeconomics	
MATH 210	Elementary Statistics	
or PSY 241	Introduction to Statistics	
or DATA 211	Applied Statistics and Data Visualization	

Business Core Requirements

ACCT 200	Elements of Accounting I	3
ACCT 201	Elements of Accounting II	3
ACCT 315	Legal Environment of Business	3
BUS 269	Professional Ethics	3
MGMT 301	Fundamentals of Management	3
MRKT 321	Marketing	3
CIS 220	Managing Computer Information Systems	3
BUS 305	Business Communication	3
BOTE 247	Spreadsheet Applications	3
FIN 353	Principles of Financial Management	3

Courses Required for Marketing Major

ACCT 321	Managerial Accounting	3
ENTR 302	Introduction to Entrepreneurship	3
INTB 307	International Business	3
BUS 420	Supply Chain and Operations Management	3
MRKT 430	Professional Sales and Relationship Management	3
MRKT 324	Integrated Marketing Communications	3
MRKT 421	Applied Research	3
MRKT 422	Consumer Behavior	3
MRKT 488	Marketing Strategy	3

Electives: Select any combination of 12 SH from 300-400 BADM/BUS/ENTR/INTB/MGMT/MRKT courses 12

Other Electives 13

Total Hours 120

Marketing Minor

MGMT 301	Fundamentals of Management	3
ENTR 302	Introduction to Entrepreneurship	3
INTB 307	International Business	3
MRKT 321	Marketing	3
MRKT 422	Consumer Behavior	3
BUS 420	Supply Chain and Operations Management	3
Total Hours		18

Marketing Concentration (Non-Business Majors)

MRKT 321	Marketing	3
MRKT 324	Integrated Marketing Communications	3
MRKT 422	Consumer Behavior	3
MRKT 430	Professional Sales and Relationship Management	3
Total Hours		12

Marketing Education Concentration

Restricted to Business Education majors.

BADM 120	Fundamentals of Business	3
BADM 301		3
BADM 321		3
BADM 324		3
Total Hours		12