



# Major in Marketing

## Core Curriculum Courses

1. **BUS 220** Business Communications
2. **EC 201** Principles of Microeconomics
3. **EC 202** Principles of Macroeconomics
4. **FIN 301** Finance
5. **MKT 301** Principles of Marketing
6. **MKT 302** Service Marketing **OR**  
**MKT 304** New Product Management
7. **MKT 305** Market and Marketing Research
8. **MKT 310** Consumer Behavior
9. **MKT 320** Integrated Marketing Communications
10. **MKT 490** Strategic Marketing Management

## Additional Requirements

1. **MA 198** Calculus I
2. **FIN 201** Financial Accounting
3. **FIN 202** Managerial Accounting
4. **MA 208** Statistics I
5. **MA 209** Statistics II

## Major Electives

BUS 301 Business Ethics  
BUS 305 Introduction to Entrepreneurship  
BUS 320 Public Relations  
BUS 330 International Business  
BUS 335 International Management and Entrepreneurship  
BUS 340 Leading Multicultural Negotiations  
BUS 345 Innovation and Information Technology  
BUS 360 Social Networks and Media Management  
BUS 360 Social Networks and Media Management  
BUS 399 Special Topics in Business  
BUS 481 Independent Research  
BUS 498 International Business Seminar  
COM 305 Survey of Rhetoric  
COM 331 Documentary Workshop  
COM 350 Contemporary Rhetorical Theory  
COM 365 Advanced Public Speaking



COM 371 Argumentation  
COM 380 Intercultural Communications  
COM 390 Digital Video Portfolio Development  
COM 399 Special Topics in Communications  
COM/CL 372 Classical Rhetoric and Oratory  
COM/CW 348 Creative Writing Workshop: Screenwriting  
COM/PL 322 Free Speech in a Comparative Perspective  
EC 371 Money, Banking and Capital Markets  
EC 372 Financial Institutions and Capital Markets  
EC 380 Environmental Economics  
EC 381 Independent Study  
EC 399 Special Topics in Economics  
EC 481 Independent Research  
EC 491 Mathematical Economics  
FIN 302 Financial Management  
FIN 312 Investment Analysis  
FIN 330 International Finance  
FIN 331 Portfolio Management  
FIN 340 Introduction to Derivatives  
FIN 381 Independent Study in Finance  
FIN 398 Internship  
FIN 399 Special Topics in Finance  
MGT 281/381 Independent Study in Management  
MGT 303 Modern Management Thought  
MGT 320 Human Resources Management  
MGT 335 Supply Chain Management  
MGT 360 Public and Nonprofit Management  
MGT 398 Internship  
MGT 399 Special Topics in Management  
MGT 410 Entrepreneurial Management  
MGT 426 International Management  
MKT 302 Service Marketing  
MKT 304 New Product Management  
MKT 305 Market and Marketing Research  
MKT 310 Consumer Behavior  
MKT 320 Integrated Marketing Communications  
MKT 321 Advertising Management  
MKT 330 International Marketing  
MKT 335 Fashion Retailing  
MKT 340 E-Marketing  
MKT 350 Marketing for Non-Profit Organizations  
MKT 355 Social Marketing and Fundraising  
MKT 381 Independent Study in Marketing



MKT 398 Internship

MKT 398 Marketing Internship

MKT 399 Special Topics in Marketing

MKT 482 Independent Research in Marketing

MKT 490 Strategic Marketing Management