BACHELOR OF SCIENCE DEGREE IN MARKETING

Core Curriculum (60 hours)		Prerequisites	Hours
AREA - A1	Communication Skills	N/A	6
AREA - A2	Quantitative Skills	N/A	3
AREA - B	Institutional Options	N/A	5
AREA - C	Humanities, Fine Arts and Ethics	N/A	6
AREA - D	Natural Science, Math & Tech	N/A	10
AREA - E	Social Sciences	N/A	12
AREA - F	Courses Related to Major:		
ACCT 2101	Principles of Accounting I	Math 1111	3
ACCT 2102	Principles of Accounting II	ACCT 2101	3
BISE 2010	Fundamentals of Computer Applications	N/A	3
BISE 2040	Communication for Management	ENGL 1102	3
ECON 2105	Principles of Macroeconomics	N/A	3
ECON 2016	Principles of Microeconomics	N/A	3
AREA - Above Core	ASU 1201-Foundations of College Success	N/A	2
AREA - Above Core	PEDH any 3 PE courses	N/A	3
			65
AREA - G - Business Majors Required Courses (30 hours)			
FINC 3105	Foundations of Financial Management	ACCT 2101	3
MKTG 3120	Principles of Marketing	ECON 2106	3
ECON 3205	Economics and Business Statustics	ECON 2105, 2106	3
MGMT 3105	Legal Environment of Business	N/A	3
MGMT 3106	Management Science and Operations	ECON 3205	3
BUSA 4105	International Business	ECON 2105, 2106, MGMT 3105	3
MGMT 4110	Organizational Behavior	MGMT 3105	3
MGMT 4125	Human Resources Management	MGMT 3105	3
MGMT 4205	Management Information Systems	BISE 2010	3
MGMT 4199	Business Policy	Senior Standing	3
			30
AREA - H - MARKETING MAJORS (30 hours)			
MKTG 3130	Consumer Behavior	MKTG 3120	3
MKTG 3132	Fundamentals of Selling	MKTG 3120	3
MKTG 3134	Marketing Research	MKTG 3120	3
MKTG 3136	Promotion and Advertising	MKTG 3120	3
MKTG 4140	Retail Management	MKTG 3120	3
MKTG 4170	Marketing Management	MKTG 3120, Standing	3
MKTG 4180	Marketing Information Systems	MKTG 3120	3
BUSA 3100	Business Internship I	N/A	3
Elective*			3
Elective**			3
			30
		Total Required for Graduatio	**125**

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AREA - H - Supply Chain and Logisits Management Major Class Descriptions

MKTG 3130 Consumer Behavior

Application of psychological and sociological theories and research findings, to the decision making process and their implications for consumer behavior decisions. The study of consumer purchasing patterns and experiential learning exercises.

MKTG 3132 Fundamentals of Selling

This course covers each aspect of the sales process. Attention is devoted to such sales activities as prospecting planning, product demonstrations, responding to objections, obtaining commitment, and relationship building. Each student is required to develop a sales presentation

MKTG 3134 Marketing Research

Research methods and design used in market research and application of research results. Includes hands-on application of research methodology.

MKTG 3136 Promotion and Advertising

A theoretical base on advertising and all its forms including print and broadcast. A production course focusing on the creation of numerous types of promotion for broadcast and print media. Promotional samples include writing copy, designing covers, writing lyrics, creating brochures, cards, flyers and non-profit promotions.

MKTG 4140 Retail Management

Modern concepts, theories, strategies and techniques which are important to success in a retail business. A functional treatment of organizational, operational and supervision of retail institutions. The class focuses on helping students understand the relationship between consumerism and the operation of a retail agency, including on-site and field experiences.

MKTG 4170 Marketing Management

Management of marketing function, management skills and strategies applicable to management of marketing functions and their interrelationships within the environment of the firm.

MKTG 4180 Marketing Information Systems

Marketing Information Systems is designed to help students gain an understanding of how and why Internet web sites are developed, how they are used to build an audience and how companies use them to generate sales and profits. Students will also learn the strategies companies use to drive traffic to a site and the role that marketing plays in developing successful websites.

BUSA 3100 Business Internship I

This course introduces junior or advanced sophomore business students to actual business or environments in their aspiring professional careers with an opportunity to gain valuable insights into organizational and managerial practices and operations.
Through such experiences students can better assimilate their academic experiences with their future professional career.

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