

Requirements for Marketing Majors

| <u>Course Title</u> | | | <u>Cr. hrs.</u> | <u>Semester to Take</u> |
|--|--------------------------------------|---|------------------------------------|-------------------------|
| Core Courses | | | | |
| <input type="checkbox"/> STAT 351 | Bus. & Econ Stats II | Pr.: STAT 350 or equivalent | 3 | 4-5 |
| <input type="checkbox"/> FINAN 450 | Principles of Finance | Pr.: ECON 120, STAT 350, ACCTG 231 | 3 | 5-6 |
| <input type="checkbox"/> MANGT 420 | Mangt. Concepts | Pr.: Junior standing | 3 | 5-6 |
| <input type="checkbox"/> MANGT 421 | Intro. to Op. Mangt. | Pr.: MATH 205, STAT 350 | 3 | 5-6 |
| <input type="checkbox"/> MKTG 400 | Marketing | Pr.: ECON 110, ECON 120, 60 hrs | 3 | 5-6 |
| <input type="checkbox"/> MANGT 595 | Bus. Strategy | Pr.: FINAN 450, MANGT 420, MKTG 400, Senior standing | 3 | 7-8 |
| <input type="checkbox"/> MANGT 596 | Bus., Government, and Society | Pr.: FINAN 450, MANGT 420, MKTG 400 | 3 | 7-8 |
| Major Field Requirements | | | | |
| <input type="checkbox"/> MKTG 450 | Consumer Behav. (F,S) | Pr.: MKTG 400 | 3 | 6-7 |
| <input type="checkbox"/> MKTG 544 | International Mktg. (F,S) | Pr.: MKTG 400 | 3 | 6-8 |
| <input type="checkbox"/> MKTG 642 | Mktg. Research (F,S) | Pr.: STAT 351, MKTG 450, CIS 101,102,103 | 3 | 7-8 |
| <input type="checkbox"/> MKTG 690 | Mktg. Management (F,S) | Pr.: MKTG 642 <i>or concurrent enroll</i> | 3 | 7-8 |
| Major Field Electives (Select three courses) | | | 9 | 6-8 |
| <input type="checkbox"/> MKTG 542 | Prof. Selling/Sales (F,S) | Pr.: MKTG 400 | 3 | 6-8 |
| <input type="checkbox"/> MKTG 541 | Retailing (F,S) | Pr.: MKTG 450 | 3 | 7-8 |
| <input type="checkbox"/> MKTG 543 | Integrated Mktg Comm. (F,S) | Pr.: MKTG 450 | 3 | 7-8 |
| <input type="checkbox"/> MKTG 545 | Mktg Channels (F) | Pr.: MKTG 400 | 3 | 6-8 |
| <input type="checkbox"/> MKTG 546 | Services Mktg (F,S) | Pr.: MKTG 400 | 3 | 6-8 |
| <input type="checkbox"/> MKTG 547 | International Bus. upon suff. demand | Pr.: ACCTG 241, FINAN 450, MANGT 420, MKTG 400 | 3 | 6-8 |
| <input type="checkbox"/> MKTG 630 | Sports Marketing (U,F) | Pr.: MKTG 400 | 3 | 6-8 |
| <input type="checkbox"/> MKTG 635 | Electronic Marketing (U,F) | Pr.: MKTG 400 | 3 | 6-8 |
| <input type="checkbox"/> MKTG 550 | Bus. Mktg (F) | Pr.: MKTG 400 | 3 | 6-8 |
| Restricted Electives | | | 9 | 1-8 |
| Humanities, Natural Science, Quantitative, or Social Science courses | | | | |
| <input type="checkbox"/> | | | | |
| <input type="checkbox"/> | | | | |
| <input type="checkbox"/> | | | | |
| <input type="checkbox"/> | | | | <i>(If necessary)</i> |
| | <u>Humanities:</u> | <i>see page 16</i> | | |
| | <u>Natural Sciences:</u> | <i>see page 16</i> | | |
| | <u>Quantitative:</u> | *CIS | All courses numbered 300 and above | |
| | | **MIS majors are encouraged to take CIS 300 & 362 | | |
| | | MATH 221 | Analytic Geometry and Calculus II | |
| | | MATH 222 | Analytic Geometry and Calculus III | |
| | | STAT | All courses numbered 500 and above | |
| | <u>Social Sciences:</u> | <i>see page 15</i> | | |
| Economic Electives | | | 6 | 5-8 |

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| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| | ECON 507 | The Japanese Economy | |
| | ECON 510 | Intermediate Macroeconomics | |
| | ECON 520 | Intermediate Microeconomics | |
| | ECON 523 | Human Resource Economics | |
| | ECON 527 | Environmental Economics | |
| | ECON 530 | Money & Banking | |
| | ECON 540 | Managerial Economics | |
| | ECON 555 | Urban & Regional Economics | |
| | ECON 620 | Labor Economics | |
| | ECON 630 | Introduction to Econometrics | |
| | ECON 631 | Principles of Transportation | |
| | ECON 633 | Public Finance | |
| | ECON 640 | Industrial Organization & Public Policy | |
| | ECON 681 | International Economics | |
| | ECON 682 | Economics of Underdeveloped Countries | |
| | ECON 690 | Monetary Credit & Fiscal Policies | |
| <i>Economics electives may not overlap with economics courses used as social science, restricted, or unrestricted electives.</i> | | | |
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| Unrestricted Electives | | | 6 1-8 |
| <input type="checkbox"/> | | | |
| <input type="checkbox"/> | | | |
| <i>An unrestricted elective may be any course numbered 100 or above offered for credit by a University department.</i> | | | |

Sample Program of Study: Marketing

This is a sample guide you may follow. Please check pre requisites carefully if you plan to take courses in a different order.

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| <u>5th Semester</u> | <u>6th Semester</u> |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Intro. to Operations Management |
| <input type="checkbox"/> Management Concepts | <input type="checkbox"/> Consumer Behavior |
| <input type="checkbox"/> Principles of Finance | <input type="checkbox"/> International Marketing |
| <input type="checkbox"/> Business & Economic Statistics II | <input type="checkbox"/> Major Field Elective |
| <input type="checkbox"/> Economics Elective | <input type="checkbox"/> Unrestricted Elective |
| <input type="checkbox"/> Restricted Elective | |
| | |
| <u>7th Semester</u> | <u>8th Semester</u> |
| <input type="checkbox"/> Business, Government, and Society | <input type="checkbox"/> Business Strategy |
| <input type="checkbox"/> Marketing Research | <input type="checkbox"/> Marketing Management |
| <input type="checkbox"/> Major Field Elective | <input type="checkbox"/> Restricted Elective |
| <input type="checkbox"/> Economics Elective | <input type="checkbox"/> Unrestricted Elective |
| <input type="checkbox"/> Restricted Elective | |

Program Planning Sheet

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|---------------------------------------|---------------------------------------|
| <u>5th Semester</u> | <u>6th Semester</u> |
| Course Title | Course Title |

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| <u>7th Semester</u> | <u>8th Semester</u> |
| Course Title | Course Title |
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