Marketing Course Sequence - Bachelor of Science
(18 courses = 70 semester credits) Major Requirements - Effective Fall 2015

Foundation
- MIS 100 Fund of IT in Orgs
- Stat 201 Statistics I (1)
- Math 115 College Algebra (1)
- Econ 201 Macroecon
- Econ 202 Microecon
- Acct 210 Financial Acctg (2)

Core
- MIS 310 Principles of MIS
- DSci 434 Intro to Ops Mgmt
- Mgmt 310 Mgmt Principles & Practices
- Mktg 300 Marketing Principles
- Fin 390 Principles of Finance

Major Required
- Mktg 480 International Mktg
- Mktg 420 Mktg Research
- Mktg 310 Consumer & Prof Buyer Behav
- Mktg 343 Integrated Mktg Comm
- Mktg 490 Issues in Mktg (3)
  Take at end of major.
- Mktg 499 Case Studies in Strategic Mgmt (3)
  Take at end of major.

Required Marketing Electives: Choose 4 upper division credits from this list. Check online Course Descriptions for prerequisites.
Any Mktg 3XX level or higher
OR
BLaw 430 Mktg & Advertising Law
Marketing Elective(s): 

Arrows indicate prerequisites. Prerequisites are strictly enforced. Students without appropriate prerequisites may be dropped from courses. Thirty (30) total credits must be completed to include GELS writing requirement before registering for a 300-level or higher course.
(1) May require preparatory math course(s) per assessment results.
(2) Additional prerequisite of 30 credits of college coursework completed.
(3) Prerequisite of 90 semester credits of college coursework

Acceptance to the Program: This program has requirements that must be completed before you are eligible to declare your program. When the declaration form is processed your Interactive Degree Audit Report (DAR) will reflect all the requirements in the degree.

More advising information available on the web such as Major Tips, Major Course Planner and long-term planning.

S://COM/COMAdvisors/COMPrograms/BSMajors/2015/MarketingBS0032Sequence05-26-15