

Bachelor of Business Administration with a Major in Marketing

Required Courses

<u>College of Business Core</u> (27 Hrs.)		
Course	Course Name	Hrs.
ACCT 203	Principles of Accounting I	3
ACCT 204	Principles of Accounting II	3
BCOM 301	Business Communication	3
FIN 305	Managerial Finance	3
GBUS 204	Business Law I	3
MGT 301	Management Principles	3
MGT 602	Production and Operations Management	3
MGT 650	Business Policy	3
MKT 301	Marketing Principles	3
<u>Major Core</u> (15 Hrs.)		
Course	Course Name	Hrs.
MGT 101	Introduction to Business	3
MKT 601	Consumer Behavior	3
MKT 604	Marketing Research	3
MKT 606	International Marketing	3
MKT 650	Marketing Strategy	3
<u>Marketing-Related Electives</u> (Choose 3; 9 Hrs.)		
Course	Course Name	Hrs.
BCOM 210	Intro to Prof. Development	3
BCOM 400	Global Business Comm.	3
COMM 347	Advertising	3
COMM 348	Public Relations & Advertising	3
COMM 414	Bus. & Professional Speaking	3
COMM 601	Persuasion	3
ENTR 301	Intro to Entrepreneurship	3
ENTR 350	Opportunity Dev. & Creativity	3
ENTR 401	Opportunity Evaluation	3
ENTR 605	New Venture Creation	3
LDRS 300	Intro to Leadership Concepts	3
LDRS 302	Intro to Leadership Behavior	3
LDRS 310	Field Work in Leader. Studies	3
MGT 403	Business, Society, and Ethics	3
MGT 601	Project/Program Management	3
MGT 604	Management of Small Business	3
MGT 606	International Business	3
THM 621	Tourism and Hospitality Marketing	3

Marketing Concentrations

<u>Business Development and Sales</u> (Choose 4; 12 Hrs.)		
Course	Course Name	Hrs.
MKT 302	Strategic Selling	3
MKT 400	Marketing Internship	3
MKT 402	Sales Management	3
MKT 403	Retail Management	3
MKT 603	Customer Service and Relationship Management	3
MKT 607	Business-to-Business Marketing	3

<u>Digital Marketing</u> (Choose 4; 12 Hrs.)		
Course	Course Name	Hrs.
MKT 400	Marketing Internship	3
MKT 602	Integrated Marketing Communications	3
MKT 608	Database Marketing	3
MKT 609	Strategic Electronic Marketing	3
MKT 610	Social Media Marketing	3
MKT 611	Social Media Marketing Content and Analytics	3

A General Marketing concentration is available - courses for this concentration include 12 credit hours from any course listed in either the Business Development & Sales or Digital Marketing concentrations.

Required Courses

<u>General Education Requirements</u>		
Course	Course Name	Hrs.
ECON 201	Principles of Econ.: Micro	3
ECON 202	Principles of Econ.: Macro	3
MATH 250	Elements of Statistics	3
MATH 331	Calculus Methods OR	3
MATH 334	Analytic Geometry & Calculus I	3

**These courses are required as part of the 55 General Education credit hours.*

