Marketing Major Curriculum
Flow Chart
(57 Total Credit Hours)

- BUAD 100 Perspectives on Business
- BUAD 241 Business Statistics
- ECON 201 Principles of Economics
- ECON 202 Principles of Economics
- MGMT 260 Principles of management
- ACCT 201 Principles of Accounting
- ACCT 202 Principles of Accounting II
- FIN 317 Principles of Finance
- MGMT 310 Management Inf. Systems
- MGMT 244 Operations Management
- MGMT 209 Principles of Marketing
- BUAD 322 Legal Environment of Business
- * Marketing Elective
- * Marketing Elective
- BUAD 441 Integrated App. Of Business Principles
- MKTG 371 Marketing Research
- MKTG 375 Consumer & Buyer Behavior
- MKTG 379 Marketing Communications
- MKTG 451 Marketing Management

Electives (six hours, choose 2): MKTG 101, MKTG 372 Sales Management, MKTG 374 Retailing, MKTG 377 Study Abroad, MKTG 380 Services Marketing, MKTG 398 Special Topics, MKTG 425 E-Marketing, BUAD 397 or 398 Internship or Independent Study in Marketing, BUAD 243 Data Mining