

**BACHELOR OF ARTS
MARKETING MAJOR**

LC Requirements/Courses:			VCCS Approved Substitutions:		
		Hours			Hours
<i>Courses in the Business Core : (33 hours)</i>					
ACCT 201-202	Principles of Accounting I-II	6	ACC 211-212	Principles of Accounting I-II	6
BUAD 100	Perspectives on Business	3	BUS 100	Intro to Business	3
BUAD 241	Business Statistics	3	BUS 222	Business Statistics II	3
BUAD 322	Legal Environment of Business	3	No VCCS Substitute		
BUAD 441W	Integrated Application of Bus Principles	3	No VCCS Substitute		
FIN 317	Principles of Finance	3	No VCCS Substitute		
MGMT 244	Operations Management	3	No VCCS Substitute		
MGMT 260	Principles of Mgmt and Org Behavior	3	BUS 200	Principles of Management	3
MGMT 310	Management Information Systems	3	No VCCS Substitute		
MKTG 209	Principles of Marketing	3	MKT 100 or 201	Principles of or Intro to - Marketing	3
<i>Courses in General Education : (6 hours)</i>					
ECON 201	Principles of Economics-Micro	3	ECO 202	Principles of Econ-Micro	3
ECON 202	Principles of Economics-Macro	3	ECO 201	Principles of Econ-Macro	3
<i>Courses for the Marketing Major : (12 hours)</i>					
MKTG 371	Market Research	3	No VCCS Substitute		
MKTG 375W	Consumer and Buyer Behavior	3	No VCCS Substitute		
MKTG 379	Marketing Communications	3	No VCCS Substitute		
MKTG 451	Marketing Management	3	No VCCS Substitute		
<i>Two of the Following : (6 hours)</i>					
BUAD 397*	Independent Study in Business	3	No VCCS Substitute		
MKTG 372	Sales and Sales Management	3	No VCCS Substitute		
MKTG 374	Retailing and Merchandising	3	No VCCS Substitute		
MKTG 377	Study Abroad: International Marketing	3	No VCCS Substitute		
MKTG 380	Services Marketing	3	No VCCS Substitute		
MKTG 398	Special Topics in Marketing	3	No VCCS Substitute		
MKTG 399*	Internship in Marketing	3	No VCCS Substitute		
MKTG 425	E-Marketing	3	No VCCS Substitute		
*NOTE: Only one of these can be taken towards satisfying the six hours					
<i>TOTAL HOURS REQUIRED IN MAJOR: 57 HOURS</i>					