Comprehensive Marketing Major Requirements

Bachelor of Science

Fall 2007 – 07/09/07

	Cr Hrs	Cr Rec	Cr Bal	Prerequisites / Periodicity
General Education Requirements (43-54)				
Special COBA Requirements (36-51)				
Requirements for Major (30-33)				
A minimum of 15 hours from:				
MKT 351 - Consumer Market Behavior	3			MKT 350[1]
MKT 360 - Marketing Research	3			QBA 337, MKT 350[1]
MKT 472 - Advanced Marketing	3			MKT 351, 360[1]
MKT 474 - International Marketing	3			MKT 350[1]
QBA 337 - Applied Business Statistics	3			QBA 237[1]
Complete 1 of the following options:				
a: **Advertising and Promotion**				
MKT 354 - Principles of Advertising	3			MKT 350[1]
MKT 380 - Creative Advertising	3			MKT 354[1]/Fall
MKT 390 - Promotion Management & Implementation	3			MKT 354[1]
MKT 456 - Advanced Advertising	3			MKT 354[1]/Fall
MKT 352-Personal Selling **OR**	3			MKT 350[1]
MKT 510-e Marketing	3			FGB 510 or MKT 355 or 354[1]
b: **Marketing Management**				
ENG 321 - Beginning Technical Writing **OR**	3			ENG 110, 45 hrs
MGT 397 - Business Report Writing	3			MGT 286[1]
MKT 352 - Personal Selling	3			MKT 350[1]
MKT 430 – Logistics & Transportation	3			MKT 350, MGT 340[1]
MKT 476 - Futuristics: Business & Society	3			MKT 350[1]/Fall
MGT 341 - Advanced Organizational Behavior	3			MGT 340[1]

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c: **Marketing Research**				
ENG 321 - Beginning Technical Writing **OR**	3			ENG 110, 45 hrs
MGT 397 - Business Report Writing	3			MGT 286[1]
MKT 470 - Advanced Marketing Research	3			MKT 350, 360[1]/ Spring
MKT 596 - Research Issues & Problems: Marketing	3			MKT 360, Permission[1]
MKT 352 – Personal Selling	3			MKT 350[1]
SOC 505(405) - Population Analysis	3			SOC 150 or Permission/Demand
d: **Retail/Merchandising**				
CTM 187(287) – Survey of the Global Fashion Industry **OR**	3			
MKT 510 – e-Marketing	3			FGB 510 or MKT 354 or 355[1]
MKT 352 - Personal Selling	3			MKT 350[1]
MKT 355 - Principles of Retailing	3			MKT 350[1]/Fall
MKT 455 - Advanced Retail Practices	3			MKT 355[1]/Spring
MKT 394 - Cooperative Education in Marketing **OR**	3			Permission[1]
MKT 596 - Research Issues and Problems: Marketing	3			MKT 360, Permission[1]
e: **Sales/Sales Management**				
MKT 352 - Personal Selling	3			MKT 350[1]
MKT 451 - Advanced Selling	3			MKT 352[1]/Spring
MKT 452 - Sales Management	3			MKT 352[1]/Spring
MGT 345 - Human Resources Management **OR**	3			MGT 340[1]
MKT 354 - Principles of Advertising **OR**	3			MKT 350[1]
MKT 355 - Principles of Retailing	3			MKT 350[1]/Fall
MKT 485 - Marketing Yourself **OR**	3			MKT 350[1]
MGT 486 - Administrative Communications	3			MGT 286[1]/Spring

CR REC - Credit received for courses completed. CR BAL - Credit balance needed to fulfill requirements.

Note: a minimum of 12 credit hours not counted as requirements on any other major or minor, and exclusive of "problems" and "readings" courses is required for the completion of any additional major in business.

[1]Undergraduate business and undecided majors must be admitted to the degree program.

For Advisement Only. Consult appropriate catalog for degree requirements.