

## Comprehensive Marketing Major Requirements Bachelor of Science

Fall 2011 - 6/6/2011

	Cr Hrs	Cr Rec	Cr Bal	Prerequisites / Periodicity		Cr Hrs	Cr Rec	Cr Bal	Prerequisites / Periodicity
General Education Requirements (43-54)					<b>c: Marketing Research</b>				
Special COBA Requirements (36-51)					ENG 321 - Beginning Technical Writing	3			ENG 110, 45 hrs
Requirements for Major (30-33)					MGT 397 - Business Report Writing	3			MGT 286 <sup>1</sup>
<b>Complete the following:</b>					MKT 352 – Personal Selling	3			MKT 350 <sup>1</sup>
MKT 351 - Consumer Market Behavior	3			MKT 350 <sup>1</sup>	MKT 470 - Advanced Marketing Research	3			MKT 350, 360 / Spring
MKT 360 - Marketing Research	3			QBA 337, MKT 350 <sup>1</sup>	MKT 596 - Research Issues & Problems: Marketing	3			MKT 360, Permission <sup>1</sup>
MKT 472 - Advanced Marketing	3			MKT 351, 360 <sup>1</sup>	SOC 305(505) - Population Analysis	3			Spring
MKT 474 - International Marketing <b>OR</b>	3			MKT 350 <sup>1</sup>	<b>d: Sales/Sales Management</b>				
MKT 464 - International Logistics	3			MKT 350 <sup>1</sup> / Fall	MKT 352 - Personal Selling	3			MKT 350 <sup>1</sup>
QBA 337 - Applied Business Statistics	3			MTH 135 or higher, QBA 237 or equivalent <sup>1</sup>	MKT 451 - Advanced Selling	3			MKT 352 <sup>1</sup>
<b>Complete 1 of the following options:</b>					MKT 452 - Sales Management	3			MKT 352 <sup>1</sup>
<b>a: Advertising and Promotion</b>					MKT 485 - Marketing Yourself <b>OR</b>	3			MKT 350 <sup>1</sup>
MKT 354 - Principles of Advertising	3			MKT 350 <sup>1</sup>	MGT 486 - Administrative Communications	3			MGT 286 <sup>1</sup> /Spring
MKT 380 - Creative Advertising <b>OR</b>	3			MKT 354 <sup>1</sup> /Fall	<b>Complete one course from:</b>				
MKT 390 - Promotion Management & Implementation	3			MKT 354 <sup>1</sup>	MGT 345 - Human Resources Management	3			MGT 340 <sup>1</sup>
MKT 456 - Advanced Advertising	3			MKT 354 <sup>1</sup>	MKT 354 - Principles of Advertising	3			MKT 350 <sup>1</sup>
<b>Complete two of the following, not taken above:</b>					MKT 355 - Principles of Retailing	3			MKT 350 <sup>1</sup> /Fall
MKT 352 - Personal Selling	3			MKT 350 <sup>1</sup>	MKT 430 – Logistics & Transportation	3			MKT 350, MGT 340 <sup>1</sup>
MKT 380 - Creative Advertising <b>OR</b>	3			MKT 354 <sup>1</sup> /Fall	BUS/LAW 550 - Negotiation, Mediation, and Arbitration in Business	3			60 hrs <sup>1</sup>
MKT 390 - Promotion Management & Implementation	3			MKT 354 <sup>1</sup>					
MKT 480 - Advertising Campaigns <b>OR</b>	3			MKT350, MKT 354, MKT456, permission <sup>1</sup> / Spring					
MKT 510-e Marketing	3			BUS 510 or MKT 355 or 354 <sup>1</sup>					
ART 100 - Two Dimensional Design	3								
<b>b: Marketing Management</b>									
MGT 397 - Business Report Writing	3			MGT 286 <sup>1</sup>					
MKT 352 - Personal Selling	3			MKT 350 <sup>1</sup>					
MKT 430 – Logistics & Transportation	3			MKT 350, MGT 340 <sup>1</sup>					
<b>Complete two of the following:</b>									
MKT 354 - Principles of Advertising				MKT350 <sup>1</sup>					
MKT 355 - Principles of Retailing	3			MKT350 <sup>1</sup> /Fall					
MKT 452 - Sales Management	3			MKT 352 <sup>1</sup>					
MKT 470 - Advanced Marketing Research	3			MKT 350, 360 <sup>1</sup> / Spring					
MKT 476 - Futuristics: Business & Society	3			MKT 350 <sup>1</sup> / Demand					
MKT 510 - e-Marketing	3			BUS 510 or MKT 355 or 354 <sup>1</sup>					

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.

<sup>1</sup>Undergraduate business and undecided majors must be admitted to the degree program.

**For Advisement Only. Consult appropriate catalog for degree requirements.**