

Marketing

Marketing is a societal process and a set of organizational functions for creating, communicating, and delivering value to customers, and for managing relationships in ways to benefit local and global stakeholders. Students find jobs in market research, advertising, public relations, professional selling, non-profit marketing, product management, retailing, digital marketing, and brand management.

University Studies Program

30 credits of general education courses are required, such as communication classes, physical and natural world classes, and more.

Common Body of Knowledge

Course Code	Course Name	Learning Objectives	Credits
ACCT 2010	Principles of Accounting I	Introduces the role of financial accounting in business operations.	3
ACCT 2020	Principles of Accounting II	Introduces the role of managerial accounting in decision-making.	3
ECON 1010	Principles of Macroeconomics	Introduces big picture economic theory within countries and policies.	3
ECON 1020	Principles of Microeconomics	Introduces economic theory related to individual agency and behavior.	3
MGT 2010	Legal Environment of Business	Introduces fundamental cases and legal issues within business law.	3
IMGT 2400	Introduction to Information Management	Introduces the technical foundations in information systems.	3
FIN 2100	Principles of Finance	Introduces the management of capital in business and the time value of money.	3
MGT 2100	Management and Organization	Introduces the theory and strategies within management practices.	3
MKT 2100	Introduction to Marketing	Introduces the theory and strategies within marketing practices.	3
DCSI 2100	Introduction to Operations & Supply Chain Management	Introduces project management formulas, theories, and applications.	3
MGT 4800	Business Strategy and Policy	A senior capstone course based on overall organization perspective.	3

Major Requirements

Course Code	Course Name	Learning Objectives	Credits
MATH 2350/2200	Business Calculus or Calculus I	Introduces functions and concepts in calculus to solve business equations.	4
MATH 2355/2205	Mathematical Applications for Business or Calculus II	Introduces matrices and linear programming within business problems.	4
STAT 2050/2070	Fundamentals of Statistics	Introduces ideas and fundamental techniques of statistical probability and data analysis.	4
MKT 4240	Consumer Behavior	A study of the dimensions of the consumer market and decision-making processes of consumers.	3
MKT 4520	Marketing Research & Analysis	Investigations of the procedures and tools of research available to the marketing researcher.	3
MKT 4450	Advanced Marketing	Focus on utilizing marketing concepts and tools in a strategic marketing decision-making context.	3
Choose 6 credits from the following:			
MKT 4250	Digital Marketing	Introduction of the digital marketing discipline, and e-commerce modes and online advertising.	3
MKT 4440	Services Marketing	Addresses the distinct needs and problems of service firms in marketing.	3
MKT 4540	International Marketing	Approaches the topic of international marketing from a managerial perspective.	3
MKT 4590	Sustainable Business Practice	A close look at what is happening in business practice today through the lens of sustainability.	3
MKT 4900	Independent Study in Marketing	Special work project with instructor's approval on any aspect of Marketing.	1-4
MKT 4910	Topics In Marketing	Topics vary based on semester and are based on the specialty area of the instructor.	3
SELL 3310	Professional & Technical Selling	Examines organizational buying behavior to develop student's understanding of customers.	3
Choose 2 Advanced Business Electives (3000+ Level Business Courses)			6

Free Electives

The rest of the curriculum is filled with elective credits to achieve the required 120 credits to graduate (42 of which must be upper division).