

UNIVERSITY OF NORTHWESTERN OHIO

BACCALAUREATE DEGREE

MARKETING

The purpose of the marketing program is to expose students to a wide range of marketing expertise encompassing strategic marketing, product management, promotion, pricing, distribution, sales, and other essential marketing areas that prepare students for multiple career options in marketing, promotion, and sales management.

With the understanding of marketing principles, students are given the chance to apply marketing knowledge to organizational situations in order to fulfill customer needs in a changing, global environment. The focus of the marketing program is to provide students with an in-depth practical approach to analyzing, planning, and implementing marketing strategies.

MISSION STATEMENT: In a personalized setting, using multiple delivery methods, we prepare diverse students to acquire business skills, knowledge, and abilities for successful application in a global marketplace.

Curriculum for Four-Year Degree: 180 Credit Hours

Technical and Basic Requirements: 110 Credit Hours

AC111	Accounting I/4*
BU240	International Business I/5*
BU310	Microeconomics/3
BU315	Business Law I/3
DP144	Developing Business Presentations/3*
DP150	Spreadsheet Applications/3*
FI210	Principles of Finance/5*
FI400	Corporate Finance/4
FI410	Investments/3
MA121	Principles of Management/5*
MA226	Human Resources Management I/3*
MA322	Organizational Behavior/5
MA401	Moral Issues in Business/3
MH169	Business Math/5*
MH205	College Algebra/5*
MT111	Professional Selling/3*
MT120	Advertising/3*
MT210	Public Relations/3*
MT220	Marketing I/5*
MT230	Marketing II/5*
MT321	International Marketing/3
MT342	Marketing Research I/3
MT343	Marketing Research II/3
MT351	Services Marketing/4
MT352	Internet Marketing/3
MT401	Special Topics in Marketing/3
MT422	Marketing Management/4
MT423	Brand Management/3
MT450	Marketing Capstone/3
WP138	Introduction to Word Processing Applications/3*

Specialized Electives: 11 Credit Hours

Specialized electives are any courses not required in your major. Hours must be taken at the 300/400 level.

General Education Requirements: 51 Credit Hours

CO179	Introduction to Human Communication/3*
CO445	Group Dynamics/3
EC215	Macroeconomics/3*
EN180	Composition I/5*
EN200	Advanced Composition/5*
EN	One Literature Course/3
PH310	Ethics/3
PS274	The American Political Scene/3*
PY177	Introduction to Psychology/3*
PY375	Abnormal Psychology/3
	or
PY376	Child and Adolescent Psychology/3
SC300	Environmental Science/3
SO220	Cultural Diversity in the United States/3
SO320	Multicultural Voices/3
UN070	Success Strategies/1*
UN490	Portfolio Capstone/1

Math Options (6 credit hours)

MH269	Descriptive Statistics/3 and
MH369	Inferential Statistics/3
	or
MH380	Quantitative Business Methods/3

General Education Electives: 8 Credit Hours

Choose courses not required for the program from Art, Communication, English, History, Philosophy, Popular Culture, Psychology, Religion, Science, Sociology, Spanish, University Survey, or Women's Studies.

*Denotes first and second year courses

