

## 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:

The Marketing Department of UNOH is committed to providing a well-rounded learning experience for students interested in a degree in marketing. By incorporating real-world application in the classroom, together with a conceptual foundation and global perspective, students are assisted in developing the necessary marketing skills to advance in any given marketing career and create professional business relationships.

### 180 Credit Hours

#### Technical and Basic Requirements: 93 Credit Hours

AC114 Accounting I/5\*  
BU240 International Business I/5\*  
BU320 Legal Issues in Consumer Sales Transactions/5  
EC225 Macroeconomics/5\*  
EC235 Microeconomics/5\*  
FI210 Principles of Finance/5\*  
MA121 Principles of Management/5\*  
MA322 Organizational Behavior/5  
MA416 Moral Issues in Business/5  
MT150 Principles of Marketing/5\*  
MT160 Professional Selling/3\*  
MT225 Retailing/5\*  
MT245 Integrated Marketing Communications/5\*  
MT317 Consumer Behavior/3  
MT321 International Marketing/3  
MT353 Services Marketing/3  
MT355 Internet Marketing/5  
MT406 Special Topics in Marketing/3  
MT415 Marketing Research/5  
MT424 Marketing Management/5  
MT490 Marketing Capstone/3

#### General Education Requirements: 69 Credit Hours

CO179 Introduction to Human Communication/3\*  
CO445 Group Dynamics/3  
EN Any 300/400 level EN course/3  
EN180 Composition I/5\*  
EN200 Composition II/5\*  
MH169 Business Math/5\*  
MH190 Algebra/5\*  
MH310 Finite Mathematics/3  
OR  
MH315 Calculus/3  
MH350 Statistics/5  
MH420 Quantitative Methods/3  
PY177 Introduction to Psychology/3\*  
OR  
SO186 Sociology/3\*  
SC200 Principles of Ecology/3\*

SC320 Biology/3  
OR  
SC330 Physics/3  
UN110 First-Year Experience/2\*  
UN220 Introduction to Diversity Issues/3\*  
Any 100/200 level AR, EN, HI, RE, or SP course/3\*  
Any 300/400 level PY or SO course/3  
Any 300/400 level AR, CO, HI, PH, PO, or WS courses/9

#### Technical and Basic Electives: 6 Credit Hours

Choose two of the following 300- or 400-level elective courses:

BU330 Business Communication/3  
MA325 Training in Organizations/3  
MA395 Managing Change in Organizations/3  
MA425 Special Topics in Business Administration/3  
MA430 Entrepreneurship/3  
MA435 Critical Thinking in Business Administration/3  
MA440 Project Management/3  
MT335 Marketing Internship/3

#### General Education Electives: 9 Credit Hours

**3 Credit Hours\*:** Choose 100- or 200-level courses from the general education subject categories, which may include Art (AR), English (EN), History (HI), Math (MH), Political Science (PS), Psychology (PY), Religion (RE), Sociology (SO), Spanish (SP), or University Survey (UN).

**6 Credit Hours:** Choose 300- or 400-level courses from the general education subject categories, which may include Art (AR), Communication (CO), English (EN), History (HI), Math (MH), Popular Culture (PO), Psychology (PY), Science (SC), Sociology (SO), University Survey (UN), or Women's Studies (WS).

#### Specialized Electives: 3 Credit Hours

Choose courses at the 100 or 200 level that are not required in your program.

Note: Elective courses can apply to only one degree level. The same course cannot be re-used to satisfy the elective requirements at the Associate's Degree level and again at the Bachelor's Degree level.

\*Denotes first and second year courses