

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: 101 Credit Hours

AC114 Accounting I/5*
 BU240 International Business I/5*
 BU315 Business Law I/3
 DP144 Developing Business Presentations/3*
 EC190 Survey of Economics/3*
 EC215 Macroeconomics/3
 EC310 Microeconomics/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
 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
 MT352 Internet Marketing/3
 MT353 Services Marketing/3
 MT401 Special Topics in Marketing/3
 MT423 Brand Management/3
 MT424 Marketing Management/5
 MT450 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
 PH310 Ethics/3
 PY177 Introduction to Psychology/3*
 OR
 SO186 Sociology/3*
 SC200 Principles of Ecology/3*
 SC320 Biology/3
 OR
 SC330 Physics/3
 UN100 First Year Experience/1*
 UN220 Introduction to Diversity Issues/3*
 UN490 Portfolio Capstone/1
 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, PO, or WS courses/6

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: 1 Credit Hour

Choose courses at the 300 or 400 level that are not required in your program.

*Denotes first and second year courses