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*

Technical and Basic Electives: 6 Credit Hours
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

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