

Marketing Major

Marketing Major Required Courses	Course Credits	Total Required Credits
University Core Curriculum		22
General Education Requirements:*		32
Natural and Computational Sciences		8
Social Sciences		4
ECON 201 Principles of Macroeconomics (Pre-Bus)	4	
Mathematics		4
MATH 150 Precalculus	4	
World Languages		8
101 and 102 of any foreign language	8	
Fine Arts		4
Humanities		4
Marketing Major:		68
Pre-Business Curriculum**		19
ACCT 211 Accounting Concepts I	3	
ACCT 212 Accounting Concepts II	3	
BUSA 100 World of Business	3	
BUSA 130 Quantitative Methods I	3	
BUSA 160 Computer Competency Assessment	1	
BUSA 231 Quantitative Methods II	3	
ECON 202 Principles of Microeconomics	3	
Business Core		25
BUSA 252 Legal Environment of Business	3	
BUSA 303 Principles of Management	3	
BUSA 311 Marketing Management	3	
BUSA 321 Financial Management	3	
BUSA 342 Operations Management	3	
BUSA 360 Information Systems and Technology	3	
BUSA 400 Managerial Values	3	
BUSA 481W Business Strategy	3	
BUSA 482 Business Simulation	1	
Marketing Core		15
BUSA 332 Quantitative Methods III	3	
BUSA 414 Marketing Research	3	
BUSA 416 Consumer Behavior	3	
BUSA 421 International Marketing	3	
BUSA 419 Services Marketing	3	
Business Electives - Marketing Majors***		3
(select one from the following: any 300/400-level business course not previously taken to meet a stated requirement of this major)	3	
Marketing Electives (select two from the following)***		6
BUSA 415 Marketing Communications	3	
BUSA 418 Sales Management	3	
BUSA XXX Topics in Marketing****	3	
BUSA 491W Marketing Internship or BUSA 498 Senior Research Project	3	
General Electives***		6
Total Required Credits		128

*Unless a requirement is specified, see General Education Requirements in the Howard College of Arts & Sciences section for a list of required and applicable courses.

**Pre-Business curriculum includes ECON 201 from above.

*** One course from either Marketing, Business, or General Electives must have the "W" designation.

**** This is a possible new course. Examples of topics that could be offered include Retailing, Digital Marketing, Product Management, Supply Chain Management, and Marketing Strategy. Courses would be designated "A, B, C," etc. Students would be allowed to take more than one.