

Marketing Option Major Requirements (2001-02 catalog)	Course Completed	Credits
General Education		32-44
Major Requirements:		
Common SOBA Requirements		38
Quantitative Reasoning Requirements		4
Auxiliary Requirements		4
Other Departmental Requirements:		
One (1) 300- or 400-level Economics Course		4
BA 347 Consumer Behavior		3
BA 445W Marketing Strategy and Policy ¹		4
BA 446 Marketing Research		4
<i>Plus a minimum of 4 credits from the following courses:</i>		
BA 240 Business Creativity and Innovation		2
BA 339 Selling		4
BA 342 Retailing		3
BA 344 Advertising		3
BA 346 Managing Customer Value		4
BA 348 Public Relations		3
BA 349 Global Marketing		4
BA 390 Special Topics in Marketing		1-4
BA 437 Internship in Business – Marketing		3
BA 439 Marketing and Management of Services		4
Total Other Departmental Requirements		19²
Total Major Requirements		65
<i>Free Electives</i>		11-23
Total Required for Graduation		120

¹Completion this course fulfills the Group W requirement for students in the marketing option.

²The credits used to satisfy an option in Marketing may not be used to satisfy any other major, minor or option within the School of Business Administration.