

| Marketing Option Major Requirements (2002-03 catalog) | Course Completed | Credits |
|--|------------------|-----------------------|
| General Education | | 35-46 |
| Major Requirements: | | |
| Common SOBA Requirements | | 42 |
| Quantitative Reasoning Requirements | | 4 |
| Auxiliary Requirements | | 4 |
| Other Departmental Requirements: | | |
| One (1) 300- or 400-level Economics Course | | 4 |
| BA 347 Consumer Behavior | | 3 |
| ¹ BA 445W Marketing Strategy and Policy | | 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 372 Global Business Seminar | | 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 | | 69 |
| 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.

Note to transfer and former students: *If you have taken any of your major requirements and received a different number of credits than listed above, you may need to complete additional major credit requirements.*