

Marketing Option Major Requirements (2005-06 catalog)	Course Completed	Credits
<a href="#">General Education</a>		35-46
<b>Major Requirements:</b>		
<a href="#">Common SOBA Requirements</a>		42
Quantitative Reasoning Requirements		4
Auxiliary Requirements		4
<b><sup>2</sup>Other Departmental Requirements:</b>		
One (1) 300- or 400-level Economics Course		4
BA 347 Consumer Behavior		3
<sup>1</sup> 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		3
BA 342 Retailing		3
BA 344 Advertising		3
BA 346 Managing Customer Value		4
BA 348 Public Relations		3
BA 372W Global Business Seminar		4
BA 390 Special Topics in Marketing		1-4
BA 392 Research Topics		1-3
BA 402 Electronic Commerce		4
BA 437 Internship in Business – Marketing Related		3
BA 439 Marketing and Management of Services		4
<b>Total Other Departmental Requirements</b>		<b>19<sup>2</sup></b>
<b>Total Major Requirements<sup>2</sup></b>		<b>69</b>
<b>Total Required for Graduation</b>		<b>120</b>

<sup>1</sup>Completion this course fulfills the Group W requirement for students in the marketing option.

<sup>2</sup>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.*