

| Marketing Option Major Requirements (2006-07 catalog) | Course Completed | Credits |
|----------------------------------------------------------------|------------------|-----------------------|
| General Education | | 35-46 |
| Major Requirements: | | |
| Common SOBA Requirements | | 42 |
| Quantitative Reasoning Requirements | | 4 |
| Auxiliary Requirements | | 4 |
| ²Other 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 446W 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 – Marketing Related | | 1-3 |
| BA 402 Electronic Commerce | | 4 |
| BA 437 Internship in Business – Marketing Related | | 3 |
| BA 439 Marketing and Management of Services | | 4 |
| Total Other Departmental Requirements | | 19² |
| Total Major Requirements² | | 69 |
| Total Required for Graduation | | 120 |

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

²Credits 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.*