

BA – MARKETING OPTION 2007-2008

The Business Administration major - Marketing option emphasizes the performance of business activities designed to plan, price, promote, and distribute goods and services to satisfy consumer needs and wants. The study of marketing recognizes the large proportion of the consumer dollar allocated to marketing, thus creating vast opportunities for graduates in this field.

Careers in marketing may be pursued in industry, government, and non-profit organizations, in such areas as retailing, purchasing, marketing research, sales, advertising, sales promotion, product management, public relations, physical distribution, and consumer affairs.

A student studying Marketing must complete the following requirements:

Marketing Option Major Requirements (2007-08 catalog)	Course Completed	Credits
General Education		39
Major Requirements:		
Common SOBA Requirements		41
Quantitative Reasoning Requirements		4
Auxiliary Requirements		4
²Other Departmental Requirements:		
One (1) 300- or 400-level Economics Course		4
BA 347 Consumer Behavior		3
BA 445 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 346 Managing Customer Value		4
BA 356 Business of Gaming		4
BA 372 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		19¹
Total Major Requirements		68
Free Electives		Variable
Total Required for Graduation		120

¹Credits 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.*