

MARKETING 2008-2009

The Marketing degree program is accredited by the Association to Advance Collegiate Schools of Business International (AACSB) and is one of the five degree programs offered in the School of Business Administration (SOBA)

The Marketing Major 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 graduated in this field.

Marketing Option Major Requirements (2008-09 catalog)	Course Completed	Credits
General Education		39
Major Requirements:		
Common SOBA Requirements		41
Quantitative Reasoning Requirement (see catalog)		4
Auxiliary Requirement - CSIS 322 Mgmt Info Systems		4
Other Departmental Requirements:		
One (1) 300- or 400-level Economics Course		4
MK 385 Consumer Behavior		3
MK 486 Marketing Research		4
MK 488 Marketing Strategy and Policy		4
<i>Plus a minimum of six (6) credits from the following <u>Marketing Management electives</u>:</i>		
MK 366 Topics in Marketing		1-3
MK 370 Selling and Sales Promotion		3
MK 371 Advertising and Public Relations		3
MK 372 Retailing		3
MK 374 Global Marketing		3
MK 376 Managing Customer Value		3
MK 378 Services Marketing		3
MK 470 Innovation, Design, & Development		3
<i>Plus a minimum of three (3) credits from the following <u>Experiential and Focused Topics electives</u>:</i>		
BA 437 Internship in Business – Marketing Related		3
MK 260 Business Creativity and Innovation		2
MK 360 Sports Marketing		3
MK 362 Marketing in the Cruise Industry		3
MK 364 Business of Gaming		3
MK 368 Research Topics - Marketing		1-3
MK 460 Applied Marketing Projects		1-3
MK 462 Seminar in Marketing		1-3
Total Other Departmental Requirements		24-25¹
Total Major Requirements		69-70
Free Electives		Variable
Total Required for Graduation		120

¹The 24-25 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.*