

Marketing Major

| semester | Dept | # | Course Title | CR | sem | Prerequisites |
|----------|------|-----|-----------------------------------|----|------|-------------------------------|
| | Math | 177 | Quantitative Business Analysis I | 4 | fssu | Math 120 dbl-ct w/GenEd |
| | Math | 248 | Business Statistics I | 4 | fssu | Math 177 dbl-ct w/GenEd |
| | Acct | 201 | Principles of Acct I: Financial | 3 | fssu | 30 credits |
| | Acct | 202 | Principles of Acct II: Managerial | 3 | fssu | Acct 201 |
| | CIS | 252 | Computers in Management | 4 | fssu | 30 credits may sub CIS 251 |
| | Econ | 214 | Principles of Microeconomics | 3 | fssu | Math milestone |
| | Econ | 215 | Principles of Macroeconomics | 3 | fssu | |
| | Fin | 301 | Managerial Finance and Control | 4 | fssu | Acct 201, Math 177 |
| | Mkt | 201 | Introduction to Marketing | 4 | fssu | 45 credits |
| | Mgt | 201 | Foundations of Management | 4 | fssu | 45 credits |
| | Mgt | 249 | Business Statistics II | 4 | fssu | Math 248 dbl-ct w/GenEd |
| | Mgt | 322 | Organizational Behavior | 4 | fssu | Mgt 201 |
| | Mgt | 341 | Business, Government, and Societ | 4 | fssu | 60 credits |
| | Mgt | 348 | Operations Management | 4 | fssu | Mgt 201, Math 248 |
| | Mkt | 462 | Stragetice Marketing Management | 4 | fs | Mkt 201, 333, 334, elec |

Marketing courses

| | | | | | |
|-----|-----|----------------------|---|----|------------------|
| Mkt | 215 | Marketing Creativity | 4 | fs | |
| Mkt | 333 | Market Research | 4 | fs | Mkt 201, Mgt 249 |
| Mkt | 334 | Consumer Behavior | 4 | fs | Mkt 201 |
| Mkt | xxx | Marketing elective | 4 | fs | Mkt 201 |
| Mkt | xxx | Marketing elective | 4 | fs | Mkt 201 |

Total Credit Hours for Marketing

76

General Education

| | | | | | |
|-------------------------------|-----|--------------|-----------|--|-------------------------|
| FYW | 100 | | 4 | | |
| FYS | 100 | | 4 | | |
| Connections | | | 4 | | FYS, FYW, 45 credits |
| Arts | | | 4 | | |
| History | | | 4 | | |
| Literature | | | 4 | | |
| Math | | Math 177 | 0 | | double-count with Major |
| Natural Science | | | 4 | | |
| Social and Behavioral Science | | | 4 | | |
| Adv Quant/Sci | | Math 248/Mg | 0 | | double-count with Major |
| MLA | 101 | 2nd language | 4 | | |
| MLA | 102 | 2nd language | 4 | | |
| Total Credit Hours for Gen Ed | | | 40 | | |

Free electives

4

Total for Degree

120

Marketing Electives

MKT 310: Product Design and Development

MKT 320: Business Marketing

MKT 322: Services Marketing

MKT 323: Digital Marketing

MKT 329: Global Marketing

MKT 335: Marketing Communications and Promotion

MKT 337: Retail Management

MKT 338: Advertising

MKT 340: Personal Selling and Sales Management

MKT 347: Supply Chain Management

MKT 350: Topics in Marketing

MKT 467: Marketing internship