Business Core Prerequisites:
- BUAD161 - MATH101 or 151MPT
- BUAD162 - BUAD161*
- BUAD206 - MATH151, MATH235
- BUAD231 - ECON101, MATH102
- BUAD251 - ECON101*, ECON102*

These classes are typically taken during the freshman year.

Marketing Course Prerequisites:
- MKTG332 - BUAD231*, BUAD231*, MATH235
- MKTG333 - BUAD231*, MKTG435 - BUAD231*
- MKTG336 - BUAD231*, MKTG436 - MKTG431 and senior status
- MKTG337 - BUAD231*, MKTG405 (Sports Marketing) - BUAD231*
- MKTG338 - BUAD231*, MKTG436 (Internet Marketing) - BUAD231*

These classes are typically taken during the junior year.

Upper-level major courses
- MKTG322 - Consumer Behavior
- MKTG333 - Personal Selling
- MKTG335 - Advertising
- MKTG336 - Retail Marketing
- MKTG337 - Sales Force Administration
- MKTG435 - International Marketing
- MKTG436 - Marketing Strategy
- MKTG450 - Special Topics (Sports Marketing)
- BUAD488 - Seminar (Internet Marketing)

These classes are typically taken during the senior year.

Two Departmental Electives or a completed minor.