BS Marketing Curriculum Flowchart

Business Core Prerequisites:
- BUAD161 - MATH101 or 235MPT
- BUAD162 - BUAD161*
- BUAD206 - MATH235
- BUAD231 - ECON101*, ECON102*
- BUAD251 - ECON101*, ECON102*
- BUAD307, BUAD341, BUAD352, BUAD358
- BUAD358 - MATH235, BUAD206
- BUAD341 - ECON102*, BUAD161*, BUAD162*
- BUAD352 - BUAD251*, BUAD162*
- BUAD358 - BUAD307, BUAD341, BUAD352, BUAD358

* A C- or better is required in ECON101, ECON102, BUAD161, BUAD162, BUAD202, BUAD231 and BUAD251.

These classes are typically taken during the freshman year.

These classes are typically taken during the sophomore year.

These classes are typically taken during the junior year.

These classes are typically taken during the senior year.

Business Core:

1. MATH 101 - College Algebra
2. MATH 235 - Survey of Statistics
3. MATH 256 - Data Visualization and Communications
4. BUAD 202* - Legal Env. Business
5. BUAD 161* - Financial Accounting
6. ECON 101* - Macro economics
7. ECON 102* - Micro economics
8. BUAD 206* - Research Methods
9. BUAD 162* - Managerial Accounting
10. BUAD 251* - Prin. of Management
11. BUAD 231 Prin. of Marketing
12. BUAD 352 - Human Resources
13. BUAD 341 - Managerial Finance
15. BUAD 455 - Strategy & Policy

Upper-level major courses:

1. MKTG 332 - Consumer Behavior
2. MKTG 300 - Internship
3. MKTG 431 - Marketing Research
4. MKTG 436 - Marketing Strategy

These classes are typically taken during the junior year.

These classes are typically taken during the senior year.

Three Marketing Electives and a Seminar (BUAD488B):
- MKTG332 - Consumer Behavior
- MKTG333 - Personal Selling
- MKTG335 - Advertising
- MKTG336 - Retail Marketing
- MKTG337 - Sales Force Administration
- MKTG435 - International Marketing
- MKTG436 - Marketing Strategy
- MKTG405 - Special Topics (Sports Marketing)
- BUAD488 - Seminar (Internet Marketing)

Two Departmental Electives or a completed minor.

Marketing Course Prerequisites:
- MKTG332 - BUAD231*
- MKTG333 - BUAD231*
- MKTG335 - BUAD231*
- MKTG336 - BUAD231*
- MKTG337 - BUAD231*
- MKTG431 - BUAD231*, MATH235
- MKTG435 - BUAD231*
- MKTG436 - BUAD231* and senior status
- MKTG405 (Sports Mktg.) - BUAD231*
- BUAD488 (Internet Mktg.) - BUAD231*

Jun-22