REQUIREMENTS AND POLICIES FOR THE BS MARKETING MAJOR

A. Policies for Admission to the Major
   1. New students (freshmen and transfers) must be admitted to the Marketing major by the Office of Admissions upon admission to the University.
   2. Admission into the Marketing major from other departments (including undeclared students) is upon approval of the chairperson of the Management/Marketing Department.
   3. Non-degree and continuing education students must be admitted to the Marketing major by the Office of Admissions.

B. Policies for Retention in the Major
   1. University requirements for retention.

C. Policies for Completion of the Major
   1. Completion of all University curricular requirements.
   2. Students wishing to major in Marketing must complete each of the following courses with a grade of C- (C minus) or higher, and maintain a GPA of 2.0 or higher in the Foundations Block prior to enrolling in any other courses within Business Administration: ECON 101, 102, BUAD 161, 162, 202. Note that BUAD 161 requires a prerequisite of MATH 101 or MATH placement beyond MATH 101 (151, 160, 161, 163H).
   3. Students majoring in Marketing are required to attain a C- or higher in BUAD 161, 162, 202, 231, and 251 before taking courses which have these courses as prerequisites.
   4. ENGL 316, Business Writing, is required as the upper-level writing course under the General Education Curriculum.

Note to the student: This form is provided as a guide. It is your responsibility to consult regularly with your advisor to be aware of changes and curriculum details which are not incorporated on this form.
### MAJOR SEQUENCE AND DEGREE REQUIREMENTS

**Major:** BS MARKETING  
**Major Field Requirements:** 63.0 credits  
**Other Requirements:** 13.0 - 14.0 credits

When applicable, up to six of the REQUIRED RELATED courses may be credited toward the Liberal Arts Core subject to normal distribution rules.

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<tr>
<th>Course No.</th>
<th>Short Title</th>
<th>C.H.</th>
<th>Grade</th>
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<tr>
<td>ECON 101</td>
<td>Principles of Econ I</td>
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<tr>
<td>ECON 102</td>
<td>Principles of Econ II</td>
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<tr>
<td>BUAD 161</td>
<td>Intro to Financial Acct*</td>
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<td>BUAD 162</td>
<td>Intro to Managerial Acct</td>
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<td>BUAD 202</td>
<td>Legal Environment of Bus</td>
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*BUAD 161 requires a prerequisite of MATH 101 or MATH placement beyond MATH 101 (151, 160, 161, 163H).

### BUSINESS FOUNDATIONS BLOCK

The following major and required related courses are to be completed with a grade of C- (C minus) or higher, and students must maintain a GPA of 2.0 or higher in the Foundations Block prior to enrolling in any other business courses. It is strongly suggested that the block be completed in the freshman year if possible.

- **ECON 101** Principles of Econ I  
- **ECON 102** Principles of Econ II  
- **BUAD 161** Intro to Financial Acct*  
- **BUAD 162** Intro to Managerial Acct  
- **BUAD 202** Legal Environment of Bus

### REQUIRED RELATED (13.0 - 14.0 credits)

- **ECON 101** Principles of Econ I  
- **ECON 102** Principles of Econ II  
- **MATH 151** Calc Manag. Life & SS  
- **MATH 161** Calculus I  
- **MATH 163** Honors Calculus I

Calculus (Choose one of the following)

- **MATH 235** Survey of Statistics

### REQUIRED BUSINESS COURSES (33.0 credits)

- **BUAD 161** Intro to Financial Acctng
- **BUAD 162** Intro to Managerial Acctng
- **BUAD 202** Legal Environment of Business
- **BUAD 206** Business Research Methods
- **BUAD 231** Principles of Marketing
- **BUAD 251** Principles of Management
- **BUAD 307** Management Info Systems
- **BUAD 341** Managerial Finance I
- **BUAD 352** Human Resource Management
- **BUAD 358** Management Science
- **BUAD 455** Strategy and Policy
- **MKTG 332** Consumer Behavior
- **MKTG 431** Marketing Research
- **MKTG 436** Marketing Strategy
- **BUAD 488** Seminar: Marketing
- **MGMK 300** Internship

### UPPER LEVEL MARKETING COURSES: (24.0 credits)

- **MKTG 332** Consumer Behavior
- **MKTG 431** Marketing Research
- **MKTG 436** Marketing Strategy
- **BUAD 488** Seminar: Marketing
- **MGMK 300** Internship

### DEPARTMENTAL ELECTIVES (6.0 credits)

Any elective from BUAD, ACFN, MGMK or COOP

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[When applicable, up to six of the REQUIRED RELATED courses may be credited toward the Liberal Arts Core subject to normal distribution rules.]

Fall 2021