

# Marketing

## Degree Type

Bachelor of Science

## Objective:

To provide professional training for students who plan to enter marketing careers and to provide the necessary background for the student who plans to pursue graduate work in the field.

**Administrator:** Chair/Associate Dean, College of Business

**Requirements:** 54 credits; completion of the prescribed courses. Students must maintain a minimum GPA of 2.5 and receive a grade of C- or higher in all classes designated in the major.

## Core Courses: 36 credits

Item #	Title	Credits
ACCT2060	Financial Accounting	3
BSNS1110	Introduction to Business	1
	BSNS2330 or MATH2240	3
BSNS2990	Advanced Standing	0
BSNS3030	Management Information Systems	3
BSNS3410	Business Law I	3
BSNS3510	Principles of Marketing	3
BSNS3640	Principles of Management	3
BSNS3710	Principles of Finance	3
BSNS3810	Business Ethics	3
BSNS3960	Internship in Business	2-3
BSNS4600	Global Business Strategies	3
BSNS4980	Senior Seminar in Business Capstone	3
ECON2010	Principles of Economics	3

BSNS3960: Minimum 2 credits

## Major courses: 15 credits

Item #	Title	Credits
BSNS3094	Special Topics in Business	1-3
BSNS3530	Marketing Communications	3
BSNS3550	Sales, Networking, and Negotiation	3
BSNS3880	Digital and Social Media Marketing	3
BSNS4560	Consumer Behavior Marketing Research	3
BSNS4590	Global Marketing	3

**Elective Courses: Select minimum 3 credits**

Item #	Title	Credits
	ACCT/BSNS/ECON courses offered by the College of Business (excludes BSNS2950 and BSNS3950)	3
ARDE2350	Graphic Design 1: Introduction to Visual Communication	3
ARDE2360	Graphic Design 2: Typography	3
ARDE2430	Introduction to Computer Graphics	3
ARDE3440	Introduction to Web Design	3
ARDE4440	Advanced Web Design	3
ARDE4540	Integrated Media Campaigns	3
COMM2420	Introduction to Public Relations	3
COMM3420	Persuasion	3
COMM3600	Broadcast Communication	3
COMM4420	Advanced Public Relations	3

**To earn a Bachelor of Arts degree in Marketing:** Complete an additional two semesters of an intermediate foreign language. (62 credits)

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**Total Credits****54**

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