Marketing

Major

The Marketing major prepares students for a broad range of careers that fall underneath the umbrella of marketing. At the heart of the discipline is learning how to understand what potential buyers want and developing creative solutions to help buyers meet their needs. Students will develop of specific marketing skills related to promotion, sales, social media, supply chain management, and other marketing areas, as well as the broader issue of incorporating these into marketing strategy. The program culminates with the opportunity to work with a company on a semester-long project to solve a marketing problem.

A major in Marketing shall consist of 46 credit hours.

Students seeking to complete more than one major in the Business Department must complete a minimum of 24 additional hours of new content beyond the first major.

Each minor in the Business Department requires a minimum of 16 additional hours of new content beyond the requirements of declared majors in the department.

Core Courses

Item #	Title	Credits
EC 105	Principles of Economics	4.0
AC 231	Principles of Accounting	4.0
CO 210	Business Communication	4.0
MG 491	Senior Capstone	4.0
	CO 315, MG 315, or PH 315	**4.0**
MG 315	Business Ethics	4.0
PH 315	Business Ethics	4.0
CO 315	Communication Ethics	4.0
	MG 463/464, IS 302, or IC 421	**2.0**
MG 463	Internship in Management	1.0-4.0
MG 464	Internship in Management	1.0-4.0
IS 302	Summer Internship	1.0-4.0
IC 421	Graduate READY: Career Strategies	2.0

Marketing Concentration

Item #	Title	Credits
MG 120	Computer Information Systems	4.0
	MG 350 or MG 356	**4.0**

MG 350 or MG 356

MG 350	Consumer Behavior	4.0
MG 356	Integrated Marketing Communications	4.0
MG 354	Marketing	4.0
MG 454	Marketing Management	4.0

Two of the following:

Item #	Title	Credits
AG 321	Agricultural Marketing	4.0
CO 214	Advertising and Public Relations	4.0
CO 325	Public Relations in Practice	4.0
MG 350	Consumer Behavior	4.0
MG 356	Integrated Marketing Communications	4.0
MG 366	Event and Facilities Management	4.0
	Total Credits	**46**