

# Marketing

Major

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
AC 231	Principles of Accounting	4.0
BU 491	Senior Capstone	4.0
CO 210	Business Communication	4.0
EC 105	Principles of Economics	4.0
	<b>BU 315, CO 315, or PH 315</b>	<b>4.0</b>
BU 315	Business Ethics	4.0
CO 315	Communication Ethics	4.0
PH 315	Business Ethics	4.0
	Sub-Total Credits	12
	<b>MK 463, IS 302, or IC 421</b>	<b>2.0</b>
MK 463	Internship in Marketing	1.0-4.0
IC 421	Graduate READY: Career Strategies	2.0
	Sub-Total Credits	3-6
	Sub-Total Credits	22

## Marketing Concentration

Item #	Title	Credits
BU 120	Computer Information Systems	4.0
	<b>MK 350 or MK 356</b>	<b>4.0</b>

## MG 350 or MG 356

MK 350	Consumer Behavior	4.0
MK 356	Integrated Marketing Communications	4.0
	Sub-Total Credits	8
MK 354	Marketing	4.0
MK 454	Marketing Management	4.0
	Sub-Total Credits	16

Two of the following:

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
AG 321	Agricultural Marketing	4.0
CO 214	Advertising and Public Relations	4.0
CO 325	Public Relations in Practice	4.0
MG 366	Event and Facilities Management	4.0
MK 350	Consumer Behavior	4.0
MK 356	Integrated Marketing Communications	4.0
	Sub-Total Credits	8
	Total Credits	46