

Marketing Major

semester	Dept	#	Course Title	CR	sem	Prerequisites
	Math	177	Quantitative Business Analysis I	4	fssu	Math 120 dbl-ct w/GenEd
	Math	248	Business Statistics I	4	fssu	Math 177 dbl-ct w/GenEd
	Acct	201	Principles of Acct I: Financial	3	fssu	30 credits
	Acct	202	Principles of Acct II: Managerial	3	fssu	Acct 201
	CIS	252	Computers in Management	4	fssu	30 credits may sub CIS 251
	Econ	214	Principles of Microeconomics	3	fssu	Math milestone
	Econ	215	Principles of Macroeconomics	3	fssu	
	Fin	301	Managerial Finance and Control	4	fssu	Acct 201, Math 177
	Mkt	201	Introduction to Marketing	4	fssu	45 credits
	Mgt	201	Foundations of Management	4	fssu	45 credits
	Mgt	249	Business Statistics II	4	fssu	Math 248 dbl-ct w/GenEd
	Mgt	322	Organizational Behavior	4	fssu	Mgt 201
	Mgt	341	Business, Government, and Society	4	fssu	60 credits
	Mgt	348	Operations Management	4	fssu	Mgt 201, Math 248
	Mkt	462	Strategic Marketing Management	4	fs	Mkt 201, 2 from MKT 215 or MKT 315, MKT 333, or MKT 334

Marketing courses

Mkt	215	Marketing Creativity	4	fs	
Mkt	333	Market Research	4	fs	Mkt 201, Mgt 249
Mkt	334	Consumer Behavior	4	fs	Mkt 201
Mkt	xxx	Marketing elective	4	fs	Mkt 201
Mkt	xxx	Marketing elective	4	fs	Mkt 201

Total Credit Hours for Marketing **76**

General Education

RIC	100		1		
FYW	100		4		
FYS	100		4		
Connections			4		FYS, FYW, 45 credits
Arts			4		
History			4		
Literature			4		
Math		Math 177	0		double-count with Major
Natural Science			4		
Social and Behavioral Science			4		
Adv Quant/Sci		Math 248/Mgt 249	0		double-count with Major
MLA	101	2nd language	4		
MLA	102	2nd language	4		
Total Credit Hours for Gen Ed			41		

Free electives **3**

Total for Degree

120

Marketing Electives

MKT 310: Product Design and Development

MKT 320: Business Marketing

MKT 322: Services Marketing

MKT 323: Digital Marketing

MKT 329: Global Marketing

MKT 335: Marketing Communications and Promotion

MKT 337: Retail Management

MKT 338: Advertising

MKT 340: Personal Selling and Sales Management

MKT 347: Supply Chain Management

MKT 350: Topics in Marketing

MKT 467: Marketing internship