

Marketing Major Checklist (As of July 2024)

Introduction to College and Milestone

BUSI 100 [Replaces RIC100 as of Fall 2024]	2
Math Milestone (Placement test, SAT score, MATH 010, MATH 120)	0

General Education – All Majors

FYW 100		4
FYS 100		4
Connections		4
Visual and Perf Arts		4
History/ Philosophy		4
Literature/Language		4
Math	Math 240	4
Natural Science		4
Social and Behavioral Science		4
GE Elective	Mgt 249	4
Total Credit Hours for Gen Ed		40

Marketing Major

semester	Dept	#	Course Title	CR	sem	Prerequisites
	Math	240	Business Statistics I	4	fssu	3 Math Credits 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	15 credits may sub CIS 251
	Econ	214	Principles of Microeconomics	3	fssu	Math milestone
	Econ	215	Principles of Macroeconomics	3	fssu	Econ214
	Fin	301	Managerial Finance and Control	4	fssu	Acct 201 AND Math 120, Math 139, Math 177, Math 209, Math 212, Math 240, <u>OR</u> Math 248.
	Mkt	201	Introduction to Marketing	4	fssu	FYS100 and FYW100
	Mgt	201	Foundations of Management	4	fssu	FYS100 and FYW100
	Mgt	249	Business Statistics II	4	fssu	Math 240 or 248 dbl-ct w/GenEd
	Mgt	322	Organizational Behavior	4	fssu	Mgt 201, SBS, <u>OR</u> Connections
	Mgt	341	Business, Government, and Societ	4	fssu	Mgt 201, SBS, <u>OR</u> Connections
	Mgt	348	Operations Management	4	fssu	Mgt 201, Math 240/248
	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.	FYS 100 and FYW 100
	Mkt	333	Market Research	4	fs	FYS 100 and FYW 100, or MKT201W
	Mkt	334	Consumer Behavior	4	fs	FYS 100 and FYW 100, or MKT201W
	Mkt	xxx	Marketing elective	4	fs	FYS 100 and FYW 100, or MKT201W
	Mkt	xxx	Marketing elective	4	fs	FYS 100 and FYW 100, or MKT201W
Total Credit Hours for Marketing				76		
Free electives				3		

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

