

# Marketing Emphasis

## BUSINESS ADMINISTRATION Major

Code	Title	Credits
<b>Supporting Courses</b>		26-29
ACCTG 201	Principles of Financial Accounting	
ACCTG 202	Principles of Managerial Accounting	
BUS ADM 202	Business and Its Environment	
BUS ADM 230	Introduction to Management Information Systems	
ECON 202	Macro Economic Analysis	
ECON 203	Micro Economic Analysis	
BUS ADM 216 or MATH 260	Business Statistics Introductory Statistics	
ENG COMP 200	Professional Writing for Business Majors <sup>1</sup>	
PHILOS 227	Business Ethics	
<b>Upper-Level Courses</b>		15
BUS ADM 305	Legal Environment of Business	
FIN 343	Corporation Finance	
MGMT 389	Organizational Behavior	
MGMT 482	Strategic Management	
MKTG 322	Introductory Marketing	
<b>Marketing Emphasis Required Courses</b>		21
MKTG 421	International Marketing	
MKTG 424	Marketing Research	
MKTG 428	Consumer Behavior	
<b>Choose two of the following Marketing courses:</b>		
BUS ADM 452	Business Analytics	
BUS ADM 499	Travel Course	
MKTG 327	Selling and Sales Management	
MKTG 423	Advertising	
MKTG 426	Marketing Management	
<b>Choose one of the following Finance courses:</b>		
FIN 344	Real Estate Principles	
FIN 345	Risk Management and Insurance	
FIN 347	Financial Markets and Institutions	
FIN 442	Principles of Investment	
FIN 445	International Financial Management	
FIN 446	Advanced Corporation Finance	
FIN 447	Derivatives	
FIN 450	Bank Administration	
<b>Choose one of the following Management courses:</b>		
BUS ADM 380	Project Management	
BUS ADM 384	Supply Chain Management	
BUS ADM 452	Business Analytics	
BUS ADM 481	Small Business Management & Family Entrepreneurship	
HRM 362	Introduction to Human Resource Management	
MGMT 472	Leadership Development	
MGMT 489	Organizational Culture & Change	

Total Credits

62-65

2 *Marketing Emphasis*

1 Satisfied for students with an ACT English score of 32 or higher