



Marketing Major
2009 - 2010

Lower Level Prerequisites for Marketing Majors			
Students must earn a "C-" or better in each course. All of these courses, except ACG 2071, must be completed prior to admission to the Marketing major.			
Course #	Course Title	Hrs	Prerequisites
ECO 2013	Principles of Macroeconomics	3	None
ECO 2023	Principles of Microeconomics	3	None
MAC 2233	Calculus for Business & Nonphysical Sciences	3	MAC 1105
STA 2023	Fundamental Business Statistics	3	MAC 1105
CGS 2100	Microcomputer Applications for Business	3	None
ACG 2021	Introduction to Financial Accounting	3	None
ACG 2071	Introduction to Managerial Accounting	3	ACG 2021

General Business Core for Marketing Majors			
Students must earn a "C-" or better in each course.			
Course #	Course Title	Hrs	Prerequisites
BUL 3310	The Legal Environment of Business	3	None
FIN 3403	Financial Management of the Firm	3	ECO 2023, ACG 2021
GEB 3213	Business Communications	3	Admission to Major
MAN 3240	Organizational Behavior	3	None
MAR 3023	Basic Marketing Concepts	3	ECO 2023

General Business Breadth Requirement for Marketing Majors			
Students must earn a "C-" or better in each course.			
Course #	Course Title	Hrs	Prerequisites
ISM 3003	Foundations of Management Information Systems	3	CGS 2100
QMB 3200	Quantitative Methods for Business Decisions	3	CGS 2100, STA 2023
Plus one (1) elective from the following:			
FIN 3244	Financial Markets, Institutions, and International Financial Systems	3	ACG 2021, ECO 2013
HFT 3240	Managing Service Organizations	3	None
MAN 3600*	Multinational Business Operations	3	ECO 2013, ECO 2023
MAN 4720	Strategic Management and Business Policy	3	FIN 3403, MAN 3240, MAR 3023
MAR 3400*	Professional Selling	3	MAR 3023
REE 3043	Real Estate	3	None
RMI 3011	Risk Management/Insurance	3	STA 2023

Marketing Major Requirements (18 Hours)

REQUIRED COURSES – 12 HOURS			
Students must earn a "C-" or better in each course.			
Course #	Course Title	Hrs	Prerequisite
MAN 3504	Service Operations Management	3	QMB 3200
MAR 3503	Consumer Behavior	3	MAR 3023
MAR 4613	Marketing Research	3	MAR 3023, QMB 3200
QMB 4700	Operations Research	3	QMB 3200, MAN 3504
MARKETING ELECTIVES – 6 HOURS			
CHOOSE ANY TWO (2) OF THESE COURSES			
Students must earn a "C-" or better in each course.			
Course #	Course Title	Hrs	Prerequisite
MAN 3600 [*]	Multinational Business Operations	3	ECO 2013, ECO 2023
MAR 3231 [‡]	Retailing Management	3	MAR 3023
MAR 3323 [‡]	Promotional Management	3	MAR 3023
MAR 3400 [*]	Professional Selling	3	MAR 3023
MAR 3461 [‡]	Principles of Purchasing	3	MAR 3023
MAR 3711	Sports, Recreation, and Entertainment Marketing	3	MAR 3023
MAR 4156	Multinational Marketing	3	MAR 3023, MAN 3600
MAR 4203 [‡]	Logistics & Supply Chain Management	3	MAR 3023, MAN 3504
MAR 4462 [‡]	Seminar in Purchasing & Materials Management	3	MAR 3023, MAR 3461
MAR 4614 [‡]	Advanced Marketing Research	3	MAR 3023, MAR 4613
MAR 4717	Strategic Sports Marketing	3	MAR 3023, MAR 3711
MAR 4721	Electronic Marketing	3	MAR 3023
MAR 4841	Services Marketing	3	MAR 3023
MAR 4939r [‡]	Marketing Seminar (Special Topics)	3	MAR 3023
MAR 4941	Marketing Internship	3	MAR 3023
ALTERNATE ELECTIVES			
As an alternative to electives offered within the Marketing Department, students may choose up to one (1) of these courses and have it count as an elective within the Marketing Major.			
ADV 3008	Principles of Advertising	3	None
ADV 3410	Hispanic Marketing Communication	3	None
PUR 3000	Introduction to Public Relations	3	None
SPC 4540	Persuasion	3	None

* These courses cannot be used to concurrently satisfy both the Marketing Major and the General Business Breadth Requirement.

‡ These courses are offered only occasionally based on faculty availability.