

**Comprehensive Marketing Major
Bachelor of Science**

Fall 2024 6/17/2024

	Cr Hrs	Cr Rec	Cr Bal	Prerequisites/ Periodicity		Cr Hrs	Cr Rec	Cr Bal	Prerequisites/ Periodicity
General Education Requirements	45-49				Option 3: Marketing Research				
College of Business Core Requirements	36-48				MKT 368 - Supply Chain and Operations Modeling	3			QBA 337, MKT 364/365/450 ¹
Requirements for Marketing Major					MKT 570 - Marketing Analytics	3			MKT 350 & MKT 360 ¹
MKT 351 - Consumer Market Behavior	3			MKT 350 ¹	Complete 3 courses from:				
MKT 360 - Marketing Research	3			MKT 350 ¹ & QBA 337	MKT 410 - Services Marketing	3			MKT 350 ¹
MKT 472 - Advanced Marketing	3			MKT 351 ¹ & MKT 360	MKT 510 - Digital and Social Media MKT	3			MKT 354/355 ¹
MKT 464 - Global Supply Chain Management OR	3			MKT 350/ Fall ¹	ITC 535 - Machine Learning	3			admission to COB/Demand
MKT 474 - International Marketing	3			MKT 350 ¹	ITC 555 - Data Visualization	3			QBA 237 ¹
QBA 337 - Applied Business Statistics	3			QBA 237 ¹	MGT 397 - Business Report Writing	3			MGT 286 ¹
Select one of the following options:					TCM 337 - Quality Control and Measurement	3			QBA 237/ Fall
Option 1: Advertising and Promotion					TCM 359 - Principles of Project MGT	3			53 hours
MKT 354 - Principles of Advertising	3			MKT 350 ¹	Option 4: Professional Sales				
MKT 380 - Creative Advertising OR	3			MKT 354/ Fall ¹	MKT 352 - Professional Sales	3			MKT 350 ¹
MKT 515 - Contemporary Issues in Advertising/ Promotion	3			MKT 350 & MKT 354 ¹	MKT 451 - Advanced Professional Sales	3			MKT 352 ¹
MKT 456 - Advanced Advertising	3			MKT 354 ¹	MKT 452 - Sales Management	3			MKT 352 ¹
MKT 510 - Digital and Social Media MKT	3			MKT 354/355 ¹	Complete 2 courses from:				
Complete one course from: (not taken above)					MKT 355 - Principles of Retailing	3			MKT 350/ Fall ¹
ART 100 - 2D Design	3				MKT 365 - Introduction to Logistics	3			MKT 350 ¹
MKT 380 - Creative Advertising ² OR	3			MKT 354/ Fall ¹	MKT 410 - Services Marketing	3			MKT 350 ¹
MKT 515 - Contemporary Issues in Advertising/ Promotion ²	3			MKT 350 ¹ & MKT 354	MKT 485 - Marketing Yourself	3			MKT 350 ¹
MKT 480 - Advertising Campaigns	3			MKT 350 permission/ Spring ¹					
MKT 485 - Marketing Yourself	3			MKT 350 ¹					
Option 2: Marketing Management									
MKT 354 - Principles of Advertising	3			MKT 350 ¹					
MKT 365 - Introduction to Logistics	3			MKT 350 ¹					
MKT 410 - Services Marketing	3			MKT 350 ¹					
Complete 2 courses from:									
MKT 352 - Professional Sales	3			MKT 350 ¹					
MKT 355 - Principles of Retailing	3			MKT 350/ Fall ¹					
MKT 452 - Sales Management	3			MKT 352 ¹					
MKT 485 - Marketing Yourself	3			MKT 350 ¹					
MKT 510 - Digital and Social Media MKT	3			MKT 354/355 ¹					
MKT 515 - Contemporary Issues in Advertising/ Promotion	3			MKT 350 ¹ & MKT 354					
MGT 397 - Business Report Writing	3			MGT 286 ¹					

¹Undergraduate business and undecided majors must be admitted to degree program.

²Cannot count on both this list and above.

Note: A minimum of 12 credit hours not counted as requirements on any other major or minor, and exclusive of problems or readings is required for any COB major.

Cr Rec - Credit hours received for courses completed. Cr Bal - Credit balance needed to fulfill requirements.

Electives, as needed to bring total credit hours to a minimum of 120 and upper division hours (300+) to 40.

For advisement only. Consult appropriate catalog for degree requirements.