

Marketing Major

FSC General Education Curriculum – 46 hours

Bachelor of Science Degree Requirements – 12 hours

Required Business Core – 50 hours

- ACC 2111 – Foundations of Financial Accounting
- ACC 2112 – Foundations of Managerial Accounting
- BUS 1115 – The Dynamics of Business and Free Enterprise
- BUS 2217 – Principles of Management
- BUS 2220 – Microsoft Excel for Business (2 hrs.)
- MKT 3160 – Marketing Principles
- BUS 3311 – Legal Environment of Business
- BUS/ECO 3320 – Applied Statistics of Business and Economics
- BUS 3453 – Managerial Finance
- BUS 3705 – Business Information Systems
- BUS 3960 – Professional Development (2 hrs.)
- BUS 4420 – Business Analytics
- ECO 2010 – Essentials of Economics
- BUS 4960/4961 – Business Administration Internship (2 hrs.)

Required Marketing Core – 16 hours

- MKT 3260 – Consumer Behavior
- MKT 3360 – Integrated Marketing Communications **OR** MKT 3575/BUS 3575 – New Venture Creation
- MKT4466 – Marketing Research
- MKT 4488 – Marketing Management (*Capstone Course*)

Marketing Electives – 8 hours (Choose any two courses)

- MKT 3115 – Sales Management and Personal Selling
- MKT 3175 – International Marketing Strategies
- MKT 3360 – Integrated Marketing Communications (if not taken in the Marketing Core)
- MKT 3380 – Digital Marketing
- MKT 3460 – Services Marketing
- MKT 3560 – Marketing Channel Management
- MKT 3575 – New Venture Creation
- SPM 3160 – Sports Marketing

Total Hours = 132 Hours

Marketing Minor

Required Courses – 8 hours

- MKT 3160 – Marketing Principles
- MKT 3360 – Integrated Marketing Communications

Electives – 12 hours (Choose any 3 courses)

- MKT 3115 – Sales Management and Personal Selling
- MKT 3175 – International Marketing Strategies
- MKT 3260 – Consumer Behavior
- MKT 3380 – Digital Marketing
- MKT 3460 – Services Marketing
- MKT 3560 – Marketing Channel Management
- MKT 3575 – New Venture Creation
- SPM 3160 – Sports Marketing

Total hours: 20