



Major: Marketing

Required Courses:

Course Number	Course Title	Credit Hours
ACC 1102	Financial Accounting	4
ACC 1104	Managerial Accounting	4
BUS 2002	Organizational Behavior and Management	4
BUS 2003	Marketing	4
BUS 2401	Advancing with Excel	4
BUS 2720	Descriptive Business Analytics	4
BUS 3330	Consumer Behavior	4
BUS 3360	Marketing Research	4
BUS 3400	Financial Management	4
BUS 3800	Internship	4
BUS 3910	Careers in Business I	1
BUS 3920	Careers in Business II	1
BUS 4310	International Marketing	4
BUS 4900	Business Policy and Strategy	4
BUS 4910	Careers in Business III	1
BUS 4920	Careers in Business IV	1
ECM 2440	Successful Communication at Work	4
ECO 2200	Principles of Microeconomics	4
Choose one of these courses:		4
MAT 2020	Operations Research	
MAT 2060	Calculus I	
BUS course	Elective	4
BUS 3000+ course	Elective	4

Total hours = 72 for B.S. degree