

College of Business
MARKETING (MKTG)
2008-2009

	FIRST SEMESTER		FRESHMAN YEAR		SECOND SEMESTER
ENGL 1100	<input type="checkbox"/> ENGLISH COMP I	3	ENGL 1120	<input type="checkbox"/> ENGLISH COMP II	3
	<input type="checkbox"/> CORE HISTORY I	3		<input type="checkbox"/> CORE HISTORY II	3
MATH 1680	<input type="checkbox"/> CALCULUS W/BUS APP I	4	MATH 1690	<input type="checkbox"/> CALCULUS W/BUS APP II	3
	<input type="checkbox"/> CORE SCIENCE I	4		<input type="checkbox"/> CORE SCIENCE II	4
BUSI 1010	<input type="checkbox"/> CONTEMP ISSUES BUS ADM I	1		<input type="checkbox"/> FREE ELECTIVE	3

Completion of University IT Requirement _____.

	FIRST SEMESTER		SOPHOMORE YEAR		SECOND SEMESTER
ECON 2020	<input type="checkbox"/> SOC SCI I (MENU)	3	ACCT 2990	<input type="checkbox"/> BUSINESS LAW	3
ACCT 2110	<input type="checkbox"/> MICRO-ECON (SOC SCI II)	3	ECON 2030	<input type="checkbox"/> MACRO-ECONOMICS	3
ENGL 2200	<input type="checkbox"/> PRIN FINANCIAL ACCT	3	ACCT 2210	<input type="checkbox"/> PRIN MANAGERIAL ACCT	3
	<input type="checkbox"/> WORLD LITERATURE I	3	ENGL 2210	<input type="checkbox"/> WORLD LITERATURE II	3
	<input type="checkbox"/> FREE ELECTIVE	4	PHIL 1040	<input type="checkbox"/> BUSINESS ETHICS OR	
			PHIL 1020	ETHICS	3

	FIRST SEMESTER		JUNIOR YEAR		SECOND SEMESTER
STAT 2610	<input type="checkbox"/> STATISTICS ▲	3	MKTG 3410	<input type="checkbox"/> CONSUMER BEHAVIOR ▲	3
MKTG 3310	<input type="checkbox"/> PRIN OF MARKETING ▲	3		<input type="checkbox"/> MKTG ELECTIVE* ▲	3
MNGT 3100	<input type="checkbox"/> PRIN OF MANAGEMENT	3		<input type="checkbox"/> MKTG ELECTIVE* ▲	3
FINC 3610	<input type="checkbox"/> PRINCIPLES OF FINANCE	3	ISMN 3140	<input type="checkbox"/> INTRO MIS	2
COMM 1000	<input type="checkbox"/> PUBLIC SPEAKING	3	SCMN 3150	<input type="checkbox"/> MNGT OF BUS. PROCESSES	2
				<input type="checkbox"/> FREE ELECTIVE	3

	FIRST SEMESTER		SENIOR YEAR		SECOND SEMESTER
MKTG 4360	<input type="checkbox"/> MARKETING RESEARCH ▲	3	MKTG 4980	<input type="checkbox"/> MARKETING STRATEGY	3
	<input type="checkbox"/> MARKETING ELECTIVE*	3	MNGT 4800	<input type="checkbox"/> STRATEGIC MNGT	3
	<input type="checkbox"/> MARKETING ELECTIVE*	3		<input type="checkbox"/> FREE ELECTIVE	3
	<input type="checkbox"/> FINE ARTS	3		<input type="checkbox"/> FREE ELECTIVE	3
	<input type="checkbox"/> FREE ELECTIVE	3		<input type="checkbox"/> FREE ELECTIVE	3

TOTAL - 123 SEMESTER HOURS

***MARKETING ELECTIVES:** MKGT 4320, 4330, 4350, 4370, 4380, 4390, 4400, 4500, 4600, 4700, 4900 (Independent Study, permission from the department chair is required) and 4920 (Marketing Internship – permission from Prof. Rotfeld is required).

▲ Must earn a grade of “C” or better in each course.

A 2.00 GPA (C Average) is required on all course work in the major.

COURSE	GRADE	COURSE	GRADE	COURSE	GRADE
MKTG 3310 ▲		MKTG ELEC ▲		MKTG 4980	
COMM 1000		MKTG 4360 ▲		MNGT4800	
MKTG 3410 ▲		MKTG ELEC			
MKTG ELEC ▲		MKTG ELEC			

NO MORE THAN 2 PE CLASSES (4 HRS.) CAN BE COUNTED TOWARD A DEGREE PLAN,

FREE ELECTIVES

MARKETING COURSES

REQUIRED MARKETING COURSES

MKTG 3310 PRINCIPLES OF MARKETING (3). LEC. 3. Pr. junior standing, ECON 2020. Study of functions, institutions, and basic problems in marketing of goods and services in a global economy. Course may be repeated for a maximum of 6 credit hours.

MKTG 3410 CONSUMER BEHAVIOR (3). LEC. 3. Pr. grade of C or better in MKTG 3310. Analysis of the buying process as it is affected by environmental and institutional forces.

MKTG 4360 MARKETING RESEARCH (3). LEC. 3. Pr. grade C or better in MKTG 3310, MKTG 3410 and STAT 2610. Research methods in marketing and their application to marketing problems.

MKTG 4980 MARKETING STRATEGY (3). LEC. 3. Pr. grade of C or better in MKTG 4360 and in 6 hours of marketing electives. Strategic perspectives of market dynamics in different competitive environments across organizational levels.

MARKETING ELECTIVES

MKTG 4320 PROMOTION STRATEGY (3). LEC. 3. Pr. grade of C or better in MKTG 3310. Examination of promotional objectives, strategy and tactics in marketing.

MKTG 4330 RETAIL MANAGEMENT (3). LEC. 3. Pr. grade of C or better in MKTG 3310. Principles of retail operation: facility location, layout, purchasing, pricing and merchandise control.

MKTG 4350 SERVICES MARKETING (3). LEC. 3. Pr. grade of C or better in MKTG 3310. Examination of marketing in service industries and implementation of service marketing strategies.

MKTG 4370 SALES MANAGEMENT (3). LEC. 3. Pr. grade of C or better in MKTG 3310. Principles and practices of organization and administration of sales organizations.

MKTG 4380 MARKETING CHANNEL SYSTEMS (3). LEC. 3. Pr. grade of C or better in MKTG 3310. Designing channels: objectives, constraints, alternatives and motivating, evaluating, and controlling channel members.

MKTG 4390 PERSONAL SELLING (3). LEC. 3. Pr.

grade of C or better in MKTG 3310. Selling strategy as an interdisciplinary business activity.

MKTG 4400 INTERNATIONAL MARKETING (3). LEC. 3. Pr. grade of C or better in MKTG 3310. Strategy, policy and the variables affecting international marketing decisions.

MKTG 4500 MARKETING ON THE INTERNET (3). LEC. 3. Pr. junior standing, grade of C or better in MKTG 3310, MNGT 3140, and either passing the University IT exam or C or better in COMP 1000. Use of electronic media and the Internet for marketing strategy.

MKTG 4600 GREEN MARKETING (3). LEC. 3. Pr. junior standing, grade of C or better in MKTG 3310. Marketing viewed from an environmental protection perspective and resulting green market strategies.

MKTG 4700 REAL ESTATE MARKETING (3) Pr. Junior Standing, C or better in MKTG 3310. Selling strategy for real property, brokerage, management and marketing of real estate.

MKTG 4920 MARKETING STUDENT INTERNSHIP PROGRAM (3). INT. 3., SU. Pr. MKTG 3310, departmental approval. Provides a relevant and meaningful work experience in a marketing or marketing-related business, industry or organization.