

Bachelor of Science in Business Marketing Track

Prerequisite

Calculus sequence: MATH 141-143 or MATH 161-162

Core Courses (9)

Statistics: ECON 230, STAT 213, or MATH 203 preferred

Principles of Economics ECON 108

Intermediate Microeconomics ECON 207

Financial Accounting ACC 201

Financial Management FIN 205 or FIN 204

Principles of Marketing MKT 203

Business Information Systems CIS 220

Operations and Strategy BUS 221

Economic Theory of Organization STR 203

Marketing Track (6)

Select at least 4, up to 6 from:

Marketing Research & Analytics MKT 212

Marketing Projects & Cases MKT 213

Advertising & Social Media MKT 233

Product & Brand Strategy MKT 235

Digital Marketing Strategy MKT 237

Pricing Strategy STR 241

Choose remaining 0-2 courses from:

Local & Global Market Research ANTH 227

Business Ethics BUS 118

Business Modeling with Excel CIS 211

Industrial & Organizational Psychology PSYC 264

Business Strategy STR 221

Sampling Design STAT 211W

Note: You can take track courses before completing the core as long as prerequisites are met.



Study Abroad

Plan ahead and meet with Education Abroad.



Internship & Career Preparation

Career destination is a combination of academic, co-curricular, and career interests. To explore different opportunities, visit the Greene Center.



Did You Know?

MATH 141-143 or MATH 161-162 and STAT 213 also satisfies your natural science cluster.