Bachelor of Science in Business Marketing Track

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

Core Courses (9)
Statistics: ECON 230, STAT 213, or MATH 203 preferred
ECON 108: Principles of Economics
ECON 207: Intermediate Microeconomics
ACC 201: Financial Accounting
FIN 205: Financial Management
MKT 203: Principles of Marketing
CIS 220: Business Information Systems
BUS 221: Operations and Strategy
STR 203: Economic Theory of Organization

Marketing Track (6)
Select at least 4, up to 6 from:

- MKT 212: Marketing Research & Analytics
- MKT 213: Marketing Projects & Cases
- MKT 233: Advertising & Social Media
- MKT 235: Product & Brand Strategy
- MKT 237: Digital Marketing Strategy
- STR 241: Pricing Strategy

Choose remaining 0-2 courses from:

- BUS 201: Impactful Presentations or BUS 210: Art of Pitching
- BUS 118: Business Ethics
- BUS 389: Business Research
- CIS 211: Business Modeling with Excel
- PSYC 264: Industrial & Organizational Psychology
- STR 221: Business Strategy
- STAT 211W: Sampling Design

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/MATH 161-162 and STAT 213/ECON 230 also satisfies your natural science cluster (Math & Statistics – N1MTH013).

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