Bachelor of Science in Business Marketing Track

Pre-major Courses
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 118: Business Ethics
BUS 201: Impactful Presentations or BUS 210: Art of Pitching
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 – NIMTH013).