



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



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).

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.