

Marketing

Degree Audit

2020-2021

Requirements	Hours	Hours Completed and Grade	Hours in Progress	Hours Needed
ACCT 201: Intro to Management Accounting	3			
ECON 211: Principles of Microeconomics	3			
ECON 212: Principles of Macroeconomics	3			
MATH 123: Practical Statistics	3			
MNGT 220: Management Information Systems	3			
MNGT 201: Managing Organizations	3			
MNGT 315: Legal Environment of Business	3			
MKTG 201: Principles of Marketing	3			
MKTG 325: Principles of Selling	3			
MKTG 385: Marketing Research	3			
MKTG 386: Consumer Behavior	3			
MKTG 388: Global Marketing	3			
MASS 375: Digital Communication	3			
COMM 314: Persuasion	3			
2 courses chosen from: COMM 385; MASS 111, 225, 230; GRPH 201, 230, 250				
	3			
	3			

Junior Core

LEAD 305: Business Ethics	OR	3			
MNGT 320: Negotiations & Ethics					

Senior Capstone

MKTG 432: Marketing Strategy	3			
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Student Signature and Date	Advisor Signature and Date

Each major must include at least 18 hours of 300-400 level credit that are not applied toward any additional majors.