

# Marketing

Degree Audit

2017-2018 to 2019-2020

| Requirements   | Hours | Hours Complete<br>and Grade | Hours in<br>Progress | Hours<br>Needed |
|--|-------|-----------------------------|----------------------|-----------------|
| ACCT 201: Intro to Mngt Acct                         | 3     |                             |                      |                 |
| ECON 211: Princ. Of Microecon                        | 3     |                             |                      |                 |
| ECON 212: Princ. Of Macroecon                        | 3     |                             |                      |                 |
| MATH 123: Practical Statistics                       | 3     |                             |                      |                 |
| MIS 220: Mngt. Info. Systems                         | 3     |                             |                      |                 |
| MNGT 201: Managing Org                               | 3     |                             |                      |                 |
| MNGT 315: Legal Environment                          | 3     |                             |                      |                 |
| MKTG 201 (formerly MNGT 381):<br>Princ. Of Marketing | 3     |                             |                      |                 |
| MKTG 325: Principles of Selling                      | 3     |                             |                      |                 |
| MKTG 385: Marketing Research                         | 3     |                             |                      |                 |
| MKTG 386 (formerly MNGT 386):<br>Consumer Behavior   | 3     |                             |                      |                 |
| MKTG 388 (formerly MNGT 388):<br>Global Mktg         | 3     |                             |                      |                 |
| MASS 375: Digital Communication                      | 3     |                             |                      |                 |
| COMM 314: Persuasion                                 | 3     |                             |                      |                 |

**2 courses chosen from:** COMM 385; MASS 111, 225, 230; GRPH 201, 230, 250

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|--|---|--|--|--|
|  | 3 |  |  |  |
|  | 3 |  |  |  |

Senior Capstone

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