

Marketing

Degree Audit

(49 credits)

2025-2026

Requirements	Hours	Hours Completed and Grade	Hours in Progress	Hours Needed
MNGT 115: Spreadsheet Software	1			
ACCT 205: Fundamentals of Accounting	3			
ECON 101: Survey of Economics	3			
MATH 123: Practical Statistics	3			
MNGT 201: Managing Organizations	3			
MNGT 310: Business Analytics	3			
MNGT 315: Legal Environment of Business	3			
LEAD 305: Business Ethics OR MNGT 320: Negotiation and Ethics	3			
MKTG 201: Principles of Marketing	3			
MKTG 320: Digital Marketing	3			
MKTG 325: Principles of Selling	3			
MKTG 385: Marketing Research	3			
MKTG 386: Consumer Behavior	3			

Choose THREE electives from:

COMM 314, MASS 123, 225, 230; GRPH 201, MKTG 297, 397, 497

	3			
	3			
	3			

Capstone

MKTG 432: Marketing Strategy	3			
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Career Readiness Program: Core Professional Readiness (see reverse)

	<i>Department chair signature & Date</i>
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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

07/16/25

Career Readiness Program

All students completing a major in the Department of Business & Economics must complete the **Core Professional Readiness Badge** requirements. To earn the Core Professional Readiness Badge, students must complete ALL of the following:

- **RESUME REVIEWS:** Two reviews by the Center for Entrepreneurship and Career Development (CECD) or another approved professional. Reviews must occur in different academic years.
- **COVER LETTER REVIEWS:** Two reviews by CECD or an approved professional. Reviews must occur in different academic years.
- **ONE MOCK INTERVIEW:** One mock interview with CECD or a field-relevant professional.
- **LINKEDIN PROFILE REVIEW:** One review by CECD or an approved professional.
- **PROFESSIONAL GROUP NETWORKING EVENTS:** Attend six qualifying events (e.g., Lunch & Learn, Business Q&A, industry meetups). No more than three events may count from any one academic year.
- **SEMINAR:** Participate in one discipline-specific seminar or workshop (e.g., BIG Workshop, McDonough Executive in Residence series, professional conference).

Note: All experiences must be pre-approved before beginning.

The Career Readiness Program also includes two optional badges: **Career Engagement Badge** and **Advanced Professional Distinction Badge**. See the College Catalog for details on the requirements for these optional badges.