Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2017-2018 ▼

Marketing BA 2017

42 credits required.

Grade of C or better required in all major courses.

MARKETING

Core		Courses:	10/10
Course	Title	Credits	Grade
28-1090	**Introduction to Marketing**	**3**	**C**
28-1110	**Introduction to Management**	**3**	**C**
28-1112	**Managerial Economics**	**3**	**C**
28-1113	**Information Management**	**3**	**C**
28-2111	**Entertainment Law**	**3**	**C**
28-2120	**Business Writing**	**3**	**C**
28-2500	**Intro to Marketing Research**	**3**	**C**
28-2502	**Creativity in Marketing**	**3**	**C**
28-2515	**Marketing Data Analytics**	**3**	**C**
28-3505	**Marketing Yourself**	**3**	**C**

Major		Courses:	4/4
Course	Title	Credits	Grade
28-1501	**Promotional Marketing**	**3**	**C**
28-2510	**Brands and Branding**	**3**	**C**
28-3416	**Digital Media Strategies**	**3**	**C**
28-3501	**Marketing Case Studies**	**3**	**C**

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