

Undergraduate Program Requirements

Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2011-2012 ▼

Marketing BA 2011

48 CREDIT HOURS ARE REQUIRED TO COMPLETE THIS MAJOR

21 CREDIT HOURS

MAJOR CORE REQUIREMENTS

Courses: 7/7

Course	Title	Credits	Grade
54-1500	Introduction to Marketing	3	C
OR 1 of the following:			
	29-1500 Introduction to Marketing	3	C
54-1600	Introduction to Advertising	3	C
54-1601	Consumer Behavior (Adcult)	3	C
54-1700	Introduction to Public Relations	3	C
54-2900	Introduction to Media	3	C
54-3505	Marketing Yourself/Job-Seeking Strategies	3	C
OR 1 of the following:			
	29-3505 Marketing Yourself/Job-Seeking Strategies	3	C
54-2500	Introduction to Market Research	3	C
OR 1 of the following:			
	54-1530 Marketing Research Basics	3	C
12 CREDIT HOURS			

MARKETING CONCENTRATION

Courses: 4/4

Course	Title	Credits	Grade
54-1501	Introduction to Sales Promotion	3	C
OR 1 of the following:			
	29-1501 Promotional Marketing	3	C
54-1503	Introduction to Sales & Sales Management	3	C
OR 1 of the following:			
	29-1503 Intro to Sales Management	3	C
54-2515	Technology for Marketing	3	C
OR 1 of the following:			
	29-2515 Technology for Marketing	3	C
54-3501	Marketing Case Workshop	3	C

OR 1 of the following:

29-3501 Marketing Case Workshop	3	C
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3 CREDIT HOURS

MARKETING CAPSTONE CLASS

Courses: 1/1

Course	Title	Credits	Grade
54-3502	Developing a Marketing Plan	3	C

OR 1 of the following:

29-3502 Developing a Marketing Plan	3	C
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12 CREDIT HOURS

MARKETING ELECTIVES

Courses: 3/4

Course	Title	Credits	Grade
54-1505J	Selling with Your Ears: Listening and Other Personal Selling	1	C

OR 1 of the following:

29-1505J Selling with Your Ears: Listening and Other Personal Selling	1	C
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54-1800	Introduction to Sports Marketing	3	C
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54-2502	Creativity in Marketing	3	C
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OR 1 of the following:

29-2502 Creativity in Marketing	3	C
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54-2503	Marketing Not-for-Profit Organizations	3	C
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54-2510	Brands & Branding	3	C
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OR 1 of the following:

29-2510 Brands & Branding	3	C
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54-2550	Global Marketing Workshop - Prague	6	C
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OR 1 of the following:

29-2550PR Global Marketing: Prague	6	C
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54-2560	Shopper Marketing	3	C
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54-2801	Sports Public Relations and Marketing	3	C
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54-2802	Marketing Communication Law	3	C
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54-2804	Advertising and Promotion for Sports Marketing	3	C
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54-3088	Internship: Marketing Communications	1	C
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OR 1 of the following:

29-3088 Internship: Marketing	1	C
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54-3089	Internship: Marketing Communication	1	C
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54-3503	New Products Marketing	3	C
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54-3504	The Account Executive and the Brand Manager	3	C
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54-2520	Visuals for Communication	3	C
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54-1523	Topics in Marketing: Nation Branding	1	C
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OR 1 of the following:

29-1523 Topics in Marketing	1	C
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54-2530	Hispanic Marketing	3	C
54-3535	Global Marketing	3	C
54-3670	Semiotics for Creators of Popular Culture	3	C
OR 1 of the following:			
	54-3670HN Semiotics for Creators of Popular Culture:Honors	3	C
54-3570	Communication Tools for Business	3	C
54-3810	Applied Consumer Insights	3	C
54-3861	Collaborative Consumerism	3	C
54-3860	Themes in Marketing Communication: Consumer Happiness	3	C
OR 1 of the following:			
	29-3860 Themes in Marketing Communication	3	C
54-ELEC	Marketing Elective	0	C
54-*****			C

9 CREDITS - Focus in Sports Marketing Communication - Students may use at least 9 credit hours of their Department electives or College-Wide electives as a Focus in Sports Marketing Communication. Select from the following courses:

SPORTS MARKETING FOCUS

Courses: 3/5

Course	Title	Credits	Grade
54-1800	Introduction to Sports Marketing	3	C
54-2801	Sports Public Relations and Marketing	3	C
54-2802	Marketing Communication Law	3	C
54-2804	Advertising and Promotion for Sports Marketing	3	C

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