

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2012-2013 ▼

#### Marketing 2BA 2012

48 CREDITS ARE REQUIRED TO COMPLETE THIS MAJOR.

21 CREDIT HOURS

#### MAJOR CORE REQUIREMENTS

Courses: 7/7

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

12 CREDITS

#### MARKETING CONCENTRATION

Courses: 4/4

Course	Title	Credits	Grade
<b>54-1501</b>	<b>Introduction to Sales Promotion</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-1501 Promotional Marketing</b>	<b>3</b>	<b>C</b>
<b>54-1503</b>	<b>Intro to Sales Management</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-1503 Intro to Sales Management</b>	<b>3</b>	<b>C</b>
	<b>29-2502 Creativity in Marketing</b>	<b>3</b>	<b>C</b>
	<b>54-2502 Creativity in Marketing</b>	<b>3</b>	<b>C</b>
<b>54-2515</b>	<b>Technology for Marketing</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

	<b>29-2515 Technology for Marketing</b>	<b>3</b>	<b>C</b>
<b>54-3501</b>	<b>Marketing Case Workshop</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

	<b>29-3501 Marketing Case Workshop</b>	<b>3</b>	<b>C</b>
3 CREDITS			

**MARKETING CAPSTONE CLASS**

Courses: 1/1

Course	Title	Credits	Grade
<b>54-3502</b>	<b>Developing a Marketing Plan</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

	<b>29-3502 Developing a Marketing Plan</b>	<b>3</b>	<b>C</b>
12 CREDIT HOURS			

**MARKETING ELECTIVES**

Courses: 4/12

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

OR 1 of the following:

	<b>29-1505J Selling with Your Ears: Listening and Other Personal Selling</b>	<b>1</b>	<b>C</b>
<b>54-1523</b>	<b>Topics in Marketing</b>	<b>1</b>	<b>C</b>

OR 1 of the following:

	<b>29-1523 Topics in Marketing</b>	<b>1</b>	<b>C</b>
<b>54-1800</b>	<b>Intro to Sports Marketing</b>	<b>3</b>	<b>C</b>
<b>54-2502</b>	<b>Creativity in Marketing</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

	<b>29-2502 Creativity in Marketing</b>	<b>3</b>	<b>C</b>
<b>54-2503</b>	<b>Marketing Not-for-Profit Organizations</b>	<b>3</b>	<b>C</b>
<b>54-2510</b>	<b>Brands &amp; Branding</b>	<b>3</b>	<b>C</b>

OR 1 of the following:

	<b>29-2510 Brands &amp; Branding</b>	<b>3</b>	<b>C</b>
<b>54-2520</b>	<b>Visuals for Communication</b>	<b>3</b>	<b>C</b>
<b>54-2530</b>	<b>Multicultural Marketing</b>	<b>3</b>	<b>C</b>
<b>54-2550</b>	<b>Global Marketing Workshop - Prague</b>	<b>6</b>	<b>C</b>

OR 1 of the following:

	<b>29-2550PR Global Marketing: Prague</b>	<b>6</b>	<b>C</b>
<b>54-2560</b>	<b>Shopper Marketing</b>	<b>3</b>	<b>C</b>
<b>54-2801</b>	<b>Sports PR &amp; Marketing</b>	<b>3</b>	<b>C</b>
<b>54-2804</b>	<b>Advertising &amp; PR for Sports Mktg</b>	<b>3</b>	<b>C</b>
<b>54-3088</b>	<b>Internship: Marketing Communications</b>	<b>1</b>	<b>C</b>

OR 1 of the following:

	<b>29-3088 Internship: Marketing</b>	<b>1</b>	<b>C</b>
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<b>54-3089</b>	<b>Internship: Marketing Communication</b>	<b>1</b>	<b>C</b>
<b>54-3503</b>	<b>New Products Marketing</b>	<b>3</b>	<b>C</b>
<b>54-3504</b>	<b>Account Exec &amp; Brand Manager</b>	<b>3</b>	<b>C</b>
<b>54-3535</b>	<b>Global Marketing</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-3535 Global Marketing</b>	<b>3</b>	<b>C</b>
<b>54-3670</b>	<b>Semiotics for Creators of Popular Culture</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3670HN Semiotics for Creators of Popular Culture:Honors</b>	<b>3</b>	<b>C</b>
<b>54-3810</b>	<b>Applied Consumer Insights</b>	<b>3</b>	<b>C</b>
<b>54-3860</b>	<b>Themes in Marketing Communication: Consumer Happiness</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>29-3860 Themes in Marketing Communication</b>	<b>3</b>	<b>C</b>
<b>54-3861</b>	<b>Collaborative Consumerism</b>	<b>3</b>	<b>C</b>
<b>54-ELEC</b>	<b>Marketing Elective</b>	<b>0</b>	<b>C</b>
<b>54-*****</b>			<b>C</b>

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