

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2014-2015 ▼

#### Marketing BA 2014

##### 48 credits required.

The BA in Marketing equips students with the knowledge and skills to pursue careers in traditional and digital marketing and communication businesses.

Grade of "C" or better required in all major courses.

##### MAJOR CORE REQS - 21 cr

Courses: 7/7

Course	Title	Credits	Grade
<b>29-1500</b>	<b>Introduction to Marketing</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-1500 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</b>	<b>3</b>	<b>C</b>
<b>54-1700</b>	<b>Intro to Public Relations</b>	<b>3</b>	<b>C</b>
<b>29-2500</b>	<b>Intro to Marketing Research</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-2500 Intro to Marketing Research</b>	<b>3</b>	<b>C</b>
<b>54-2900</b>	<b>Introduction to Media</b>	<b>3</b>	<b>C</b>
<b>29-3505</b>	<b>Marketing Yourself/Job-Seeking Strategies</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3505 Marketing Yourself/Job-Seeking Strategies</b>	<b>3</b>	<b>C</b>

##### MARKETING CORE REQS-12cr

Courses: 4/4

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

<b>29-3501</b>	<b>Marketing Case Workshop</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3501 Marketing Case Workshop</b>	<b>3</b>	<b>C</b>
<b>MARKETING CAPSTONE-3 cr</b>		Courses:	1/1
Course	Title	Credits	Grade
<b>29-3502</b>	<b>Developing a Marketing Plan</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3502 Developing a Marketing Plan</b>	<b>3</b>	<b>C</b>
<b>MARKETING ELECTIVE-12 cr</b>		Courses:	4/12
Course	Title	Credits	Grade
<b>54-1523</b>	<b>Topics in Marketing</b>	<b>1</b>	<b>C</b>
<b>54-1604</b>	<b>Interactive Advertising</b>	<b>3</b>	<b>C</b>
<b>54-1800</b>	<b>Intro to Sports 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>29-2510</b>	<b>Brands &amp; Branding</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-2510 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>54-2550</b>	<b>Global Mkt. Workshop-Prague</b>	<b>6</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; Promo for Sports</b>	<b>3</b>	<b>C</b>
<b>29-3088</b>	<b>Internship: Marketing</b>	<b>1</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3088 Internship: Marketing Communications</b>	<b>1</b>	<b>C</b>
<b>54-3089</b>	<b>Internship: Public Relations</b>	<b>1</b>	<b>C</b>
<b>29-3099</b>	<b>Independent Project: Marketing</b>	<b>1</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3099 Independent Project: 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>
OR 1 of the following:			
	<b>54-3535 Global Marketing</b>	<b>3</b>	<b>C</b>
<b>29-3535</b>	<b>Global Marketing</b>	<b>3</b>	<b>C</b>
<b>54-3507</b>	<b>Mktg for Social Entrepreneurs</b>	<b>3</b>	<b>C</b>
<b>54-3605</b>	<b>Campaign Practicum I</b>	<b>6</b>	<b>C</b>
<b>54-3606</b>	<b>Campaign Practicum II</b>	<b>6</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>54-3701</b>	<b>Presentation Skills</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3805 Branded Entertainment Practicum</b>	<b>3</b>	<b>C</b>
	<b>29-3805 Branded Entertainment Practicum</b>	<b>3</b>	<b>C</b>
<b>29-3710L</b>	<b>Survey Entertainment Business (LA)</b>	<b>4</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3710L Survey Entertainment Business (LA)</b>	<b>4</b>	<b>C</b>
<b>54-3711L</b>	<b>Entertainment Mkt. Communication</b>	<b>4</b>	<b>C</b>
<b>29-3712L</b>	<b>Ent. Mkt. Communication Workshop</b>	<b>4</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3712L Ent. Mkt. Communication Workshop</b>	<b>4</b>	<b>C</b>
<b>29-3805</b>	<b>Branded Entertainment Practicum</b>	<b>3</b>	<b>C</b>
OR 1 of the following:			
	<b>54-3805 Branded Entertainment Practicum</b>	<b>3</b>	<b>C</b>
<b>54-3810</b>	<b>Applied Consumer Insights</b>	<b>3</b>	<b>C</b>
<b>54-3861</b>	<b>Collaborative Consumerism</b>	<b>3</b>	<b>C</b>
<b>54-3978</b>	<b>Agency</b>	<b>3</b>	<b>C</b>
<b>54-4090</b>	<b>Events Management: Practicum</b>	<b>3</b>	<b>C</b>
<b>54-ELEC</b>	<b>Marketing Elective</b>	<b>0</b>	<b>C</b>
<b>28-2111</b>	<b>Entertainment Law</b>	<b>3</b>	<b>C</b>

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