

## Undergraduate Program Requirements

### Business & Entrepreneur Program Requirements

Currently displaying program requirements for academic year: UNDG 2016-2017 ▼

#### Marketing BA 2016

##### 42 credits required.

Grade of "C" or better required in all major courses. Successful Marketing graduates should be able to:

- Understand the fundamentals of getting the product, service or idea, to the appropriate consumer.
- Apply strategy and informed analysis to all stages of the marketing process.
- Analyze trends, opportunities and challenges to compete in a multicultural, multiple platform environment.
- Develop communications options.
- Employ curiosity.
- Lead the next generation of innovative thinkers.

#### MARKETING

**Core** Courses: 10/10

Course	Title	Credits	Grade
<b>28-1110</b>	<b>Introduction to Management</b>	<b>3</b>	<b>C</b>
<b>28-1112</b>	<b>Managerial Economics</b>	<b>3</b>	<b>C</b>
<b>28-1113</b>	<b>Information Management</b>	<b>3</b>	<b>C</b>
<b>28-1500</b>	<b>Introduction to Marketing</b>	<b>3</b>	<b>C</b>
<b>28-2120</b>	<b>Business Writing</b>	<b>3</b>	<b>C</b>
<b>28-2111</b>	<b>Entertainment Law</b>	<b>3</b>	<b>C</b>
<b>28-2500</b>	<b>Intro to Marketing Research</b>	<b>3</b>	<b>C</b>
<b>28-2502</b>	<b>Creativity in Marketing</b>	<b>3</b>	<b>C</b>
<b>28-2515</b>	<b>Marketing Data Analytics</b>	<b>3</b>	<b>C</b>
<b>28-3505</b>	<b>Marketing Yourself</b>	<b>3</b>	<b>C</b>

**Major** Courses: 4/4

Course	Title	Credits	Grade
<b>28-1501</b>	<b>Promotional Marketing</b>	<b>3</b>	<b>C</b>
<b>28-2510</b>	<b>Brands and Branding</b>	<b>3</b>	<b>C</b>
<b>28-3416</b>	<b>Digital Media Strategies</b>	<b>3</b>	<b>C</b>
<b>28-3501</b>	<b>Marketing Case Studies</b>	<b>3</b>	<b>C</b>

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