

MARKETING MAJOR

2009 - 2011 Catalog

A major in marketing is designed to acquaint students with the management decisions that surround the satisfaction of customer needs in the purchase and use of goods and services. Examples of marketing decisions areas are product design, pricing options, marketing communication, and personal selling strategies. Completion of the major prepares the student for careers in such areas as product management, public relations, advertising and sales promotion, marketing research, sales and sales management in the public or private sectors.

Degree Requirements for Marketing Majors

Required Marketing Courses (9 Credits)

Prerequisite(s)

Mkt 444	Fundamentals of Marketing Research	Mkt 340 and Stat 226
Mkt 447	Fundamentals of Consumer Behavior	Mkt 340
Mkt 443	Strategic Marketing Management (Typically taken last semester)	Mkt 444 and 447

Elective Marketing Courses (9 credit hours)

Students may select any **three courses** from List A (You are allowed to take one of the three from List B)

List A

Mkt 343	Personal Sales	Mkt 340
Mkt 410	Promotional Strategy	Credit or enrollment in Mkt 447
Mkt 442	Sales Management	Mkt 340
Mkt 445X	Customer Relationship Mgmt	Mkt 340
Mkt 446	Retailing	Mkt 340
Mkt 448	Fundamentals of International Marketing	Mkt 340
Mkt 449	Marketing Seminar	Mkt 340
Mkt 451	Marketing Channels	Mkt 340
Mkt 453	Brand Management	Mkt 447
Mkt 492	Comparative Marketing	Mkt 340

List B

Mgmt 414	International Management	None
Mgmt 419	Social Responsibility of Business	None
LSCM 460	Decision Tools for Logistics and Operations Mgmt	LSCM 360 and Stat 226
LSCM 466	International Transportation and Logistics	LSCM 360
LSCM 486	Principles of Purchasing and Supply Mgmt	OSCM, 320, LSCM 360
Stat 401	Statistical Methods for Research Workers	Stat 101 or 104 or 105 or 226

(If you desire a course not on these lists, see your advisor for approval)