

Marketing is not just about understanding products and how they fit on a shelf. It is not just about how a company can make more sales. It is about understanding people and the decisions they make. Marketing majors learn to make decisions about product design and quality, pricing, promotion, and distribution in order to increase competitiveness.

Wide range of career opportunities exist for Marketing majors.

7 of 10 in-demand majors are business-related (naceweb.org)

Sales Club, Women in Business, National & International Sales Competitions

First Year

FALL

SBE 100 First-Year Seminar	2	
MATH 146 College Algebra (M)	3	
ENGL 100 (CW) Academic Reading/Writing	3	
MNGT 105 BizTechU	3	
Choose: General Education	3	
Choose: General Education	3	

Total: 17 credits

SPRING

ECON 202 Macroeconomics	3	
COMS 101 Public Speaking (CS)	3	
ACCT 231 Principles of Accounting I	3	
ECON or MATH 226 Statistics (<i>Math 146</i>)	3	
Choose: General Education	3	

Total: 15 credits

First Year Advising Notes: The classes required during the first two years of any Accounting or Business major are the same regardless of the major.

Goals: Talk to your academic advisor about your interests and goals and understand career options for Marketing majors. Do you want to study abroad? Business is global so start to think about an international experience you'd like to have. Begin to think about a double majors or minor. Explore student groups and join one that interests you.

Second Year

FALL

MKTG 310 Principles of Marketing (<i>Soph. standing</i>)	3	
ECON 201 Microeconomics	3	
ACCT 232 Principles of Accounting II (<i>C- or better in ACCT 231</i>)	3	
ECON 326 Analytics for Business and Econ (<i>C- or better in MATH or ECON 226</i>)	3	
Choose: General Education	3	

Total: 15 credits

SPRING

SBE 300 Professional Development (<i>Soph. Standing</i>)	1	
MKTG 312 Consumer Behavior (<i>MKTG 310</i>)	3	
MNGT 300 Mgmt. & Org Behavior (<i>Soph. standing</i>)	3	
BLAW 265 Business Law I	3	
Double major/minor/general elective	3	
Double major/minor/general elective	3	

Total: 16 credits

Second Year Advising Notes: Take MKTG 310, the gateway to most upper-level Marketing courses.

Goals: Explore marketing careers—meet with Career Services to discuss how your interests and skills might fit into a career path. Explore leadership positions within student organizations. Plan for an internship experience during your academic career.

Third Year

FALL

MKTG Elective (list below)	3	
FINC 345 Managerial Finance (<i>C- or better in ACCT 231, ECON 202, and (ECON 226 or MATH 226 or PSYC 201)</i>)	3	
Double major/minor/general elective	3	
Double major/minor/general elective	3	
Double major/minor/general elective	3	

Total: 15 credits

Third Year Advising Notes: You can earn up to six (6) credits for an internship in Marketing. At this point, you will have a Marketing faculty advisor.

Goals: Attend the campus Career Fair both fall and spring, as well as networking events and employer information meetings. Pursue a leadership position in a student organization.

SPRING

MNGT 361 Operations Management (<i>MATH OR ECON 226</i>)	3	
MKTG Elective (list below)	3	
MKTG Support Elective (list below)	3	
Double major/minor/general elective	3	
Double major/minor/general elective	3	

Total: 15 credits

Fourth Year

FALL

MKTG 365 Mktg Research (<i>MKTG 310 or 311, and Econ 226 or Math 226 or Psyc 201</i>)	3	
MNGT 485 Strategic Management (<i>Senior Standing and MNGT 361, MNGT 300, FINC 345, & MKTG 310</i>)	3	
MKTG Support Elective (list below)	3	
Double major/minor/general elective	3	
Double major/minor/general elective	3	

Total: 15 credits

Fourth Year Advising Notes: Apply for graduation at the beginning of your final semester!

Goals: Meet with Career Services to perfect your cover letter and resume and start getting your applications out. Attend networking events, career fairs, and employer information meetings.

SPRING

MKTG 445 Marketing Strategy (<i>MKTG 310, FINC 345</i>)	3	
MKTG Elective (list below)	3	
Double major/minor/general elective	3	
Double major/minor/general elective	3	
Double major/minor/general elective	3	

Total: 15 credits

Employers (sample listing)

- 3M
- Target
- Thomson Reuters
- Menards
- UnitedHealth Group
- JM Promotions
- Fastenal
- Ecolab

Career Titles (sample listing)

- Sales Rep
- Social Media Coordinator
- Mktg/Sales Manager
- Consultant
- Mktg. Research Analyst
- Brand Manager
- Internet Mktg. Director
- Content Mktg. Specialist

Marketing Electives: Choose 9 credits from **MKTG** 315, 325, 326, 330, 334, 342, 352, 355, 379, 389, 425, 499

Support Electives: Choose 6 credits: **COMS** 213, 306, 315; **CSIS** 333; **ECON** 301, 302, 305, 340, 426; **ESM** 377; **FINC** 350, 355; **GEOG** 250; **MARC** 370; **MNGT** 330, 340, 355; **POLS** 260; **PSYC** 320,

General Education Requirements		
ENGL 100 & 200	Humanities & Arts (HA) American Cultural Diversity (ACD)	Ethical Citizenship (EC)
Communication/Speaking & Listening (CS)	Math (MQR) (met by major requirements)	Global Perspectives (GP) MKTG 355
Social & Behavioral Sciences (SBS) 2 Courses Required	Natural Science & Wellness 2 Courses Required, 1 lab exp.	Total: 36 credits

* Shaded courses are only offered in the indicated semester.

* Course prerequisites are listed next to the course.

General Education	36 Credits
Marketing Major	69 Credits
Minor/General Electives	15 Credits
Total Credits Needed for Degree:	120 Credits