

The marketing major provides both a theoretical understanding and a managerial/applied perspective regarding the principles of marketing and an understanding of marketing's interaction with other functional areas of the organization. The courses develop an understanding of the vocabulary of marketing, the process of exchange and the role of relevant information in decision-making.

For students entering Fall, 2019 or later

Revised August 1, 2019

Name \_\_\_\_\_

Student ID \_\_\_\_\_

| I. Basic Graduation Requirements                                |                      |
|---|----------------------|
| 124 - Total Credit Hours  | <input type="text"/> |
| 42 - 100-Level or Above Credit Hours                            | <input type="text"/> |
| 2.0 or Above - Cumulative GPA                                   | <input type="text"/> |
| 2.0 or Above - Business 100-Level Course GPA                    | <input type="text"/> |
| Graduation Agreement - <i>Due 15 months prior to graduation</i> | <input type="text"/> |
| Graduation Application - Online In MyDUSIS                      | <input type="text"/> |

| II. Areas of Inquiry (Drake Curriculum) |          |        |       |
|---|----------|--------|-------|
|   | Course   | Credit | Grade |
| First-Year Seminar                      |          | 3      |       |
| Critical Thinking                       | ACCT 041 | 3      | √     |
| Written Communication                   |          | 3      |       |
| Information Literacy                    | MKTG 113 | 3      | √     |
| Historical Foundations                  |          | 3      |       |
| Historical Foundations                  |          | 3      |       |
| Global and Cultural Understanding       | BUS 070  | 3      | √     |
| Values and Ethics                       | BLAW 060 | 3      | √     |
| Artistic Experience                     |          | 3      |       |
| Physical Science*                       |          | 3 or 4 |       |
| Life Science*                           | PSY 001  | 3 or 4 | √     |
| Quantitative Literacy                   | STAT 071 | 3      | √     |
| Engaged Citizen                         |          | 3      |       |
| Senior Capstone                         | BUS 195  | 3      | √     |

\*One science course must include a lab.

| III. Non-CBPA/Non-AOI Requirement (9 credits) |          |         |       |
|---|----------|---------|-------|
|   | Course   | Credits | Grade |
| Course  | Math 028 | 3       | √     |
| Course  |          |         |       |
| Course  |          |         |       |
| Course  |          |         |       |
| Total Credits:                                |          | 9       |       |

| IV. Business Core Requirements (48 Credits)           |        |        |
|---|--------|--------|
| The Business Profession Sequence - Every Semester     | Fall   | Spring |
| BUS 001 - The Business Profession I                   |        |        |
| BUS 002 - The Business Profession II                  |        |        |
| BUS 003 - The Business Profession III                 |        |        |
| BUS 004 - The Business Profession IV                  |        |        |
| BUS 005- The Business Profession V - as needed        |        |        |
|   | Credit | Grade  |
| ACCT 041 - Introduction to Financial Accounting       | 3      |        |
| ACCT 042 - Introduction to Managerial Accounting      | 3      |        |
| ECON 002 - Principles of Microeconomics               | 3      |        |
| IS 044 - Microsoft Office Tools for Business Analysis | 2      |        |
| MATH 028 (or higher) - Business Calculus              | 3      |        |
| BLAW 060 - Business Law I                             | 3      |        |
| BUS 070 - Globalization                               | 3      |        |
| BUS 073 -Professional Verbal Communication            | 2      |        |
| BUS 074 - Professional Written Communication          | 2      |        |
| IS 075 - Information Technology and Business          | 3      |        |
| STAT 071 (or ACTS 131) - Statistics I                 | 3      |        |
| STAT 072 (or ACTS 135) - Statistics II                | 3      |        |
| FIN 101 - Corporate Finance                           | 3      |        |
| MGMT 110 - Organizational Behavior                    | 3      |        |
| MGMT 120 - Management of Operations                   | 3      |        |
| MKTG 101 - Marketing Principles                       | 3      |        |
| BUS 195 - Business Strategy and Policy                | 3      |        |

| V. Marketing Major (25-28 Credits)                       |        |       |
|--|--------|-------|
|  | Credit | Grade |
| PSY 001 - Intro Psychology                               | 4      |       |
| MKTG 113 - Marketing Research                            | 3      |       |
| MKTG 115 - Consumer Behavior                             | 3      |       |
| MKTG 120 - Digital Marketing                             | 3      |       |
| MKTG 195 - Marketing Management                          | 3      |       |
| Choose At Least One Track                                |        |       |
| Integrated Marketing Communications                      |        |       |
| MKTG 102 and 106   | 6      |       |
| One of MKTG 109, 111, JMC 058, 085 or 117                | 3      |       |
| Direct & Interactive Marketing                           |        |       |
| MKTG 111 and IS 160                                      | 6      |       |
| One of MKTG 106, 109, ART 021, 114, IS 145 or JMC 058    | 3      |       |
| Marketing Management                                     |        |       |
| MKTG 106, 130, 170 and 180                               | 12     |       |
| Marketing Analytics and Research                         |        |       |
| MKTG 130   | 3      |       |
| One of IS 114, 160 or STAT 040                           | 3      |       |
| One of MKTG 102, 111, 180, ECON 170, JMC 117 or SCSS 077 | 3      |       |
| Sales & Sales Management                                 |        |       |
| MKTG 102 and 104   | 6      |       |
| One of MGMT 182, 184, 186, PSY 060 or SCSS 077           | 3      |       |