Bachelor of Science in Business
Marketing Track

Prerequisite
Calculus sequence: MTH 141-143 OR MTH 161-162

Core Courses (9)
Statistics: ECO 230, STT 213 OR MTH 203 are preferred
Principles of Economics ECO 108
Intermediate Microeconomics ECO 207
Financial Accounting ACC 201
Principles of Finance FIN 204
Principles of Marketing MKT 203
Business Information Systems GBA 220
Operations and Strategy GBA 221
Economic Theory of Organizations STR 203

Marketing Track (6)
Marketing Research & Analytics MKT 212
Marketing Projects & Cases MKT 213
Advertising & Social Media MKT 233
Product & Brand Management MKT 235

Electives (select 2)
Local & Global Market Research ANT 227
Industrial & Organizational Psychology PSY 264
Sampling Design STT 221W
Pricing Strategy STR 241

Note: You can take track courses before completing the core as long as prerequisites are met.

Did You Know? MTH 141-143 or MTH 161, MTH 162 and STT 213 also satisfies your natural science cluster.

Study Abroad
Plan ahead and meet with Education Abroad.

Internship & Career Preparation
Career destination is a combination of academic, co-curricular and career interest. To explore different opportunities, visit the Greene Center.