Bachelor of Science in Business Marketing Track

Pre-Major Courses
- Calculus sequence: MATH 140-143 OR MATH 161-162

Core Courses (9)
- One of the following statistics courses: STAT 180, STAT 190, ECON 230, PSCI 200, or MATH 203
- ECON 108: Principles of Economics
- ECON 207: Intermediate Microeconomics
- ACC 201: Financial Accounting
- MKT 203: Principles of Marketing
- FIN 205: Financial Management
- CIS 220: Business Information Systems & Analytics
- BUS 221: Operations and Strategy
- STR 203: Economic Theory of Organization

Marketing Track (6)
- select at least 4, up to 6 from
  - MKT 212: Marketing Research and Analytics
  - MKT 213: Marketing Projects and Cases
  - MKT 233: Advertising and Social Media
  - MKT 235: Product and Brand Strategy
  - MKT 237: Digital Marketing Strategy
  - STR 241: Pricing Strategy

Electives (select 0–2)
- BUS 118: Business Ethics
- BUS 201: Impactful Presentations
- BUS 389: Business Research
- CIS 211: Business Modeling with Excel
- STR 221: Business Strategy
- STAT 221W: Sampling Design

Study Abroad
Plan ahead and meet with Education Abroad.

Career Development & Internships
We encourage you to connect with the Greene Center as early as your first year. Whether you’re exploring career and major options, looking for experiences to help build your skills and resume, or need help strategizing how to reach your goals.

Did You Know?
You may have the Math & Statistics (N1MTH013) or Introduction to Calculus and Contemporary Math (N1MTH011) clusters complete through the business pre-major and major coursework.