Bachelor of Science in Business Marketing Track

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

Core Courses
One of the following statistics courses:
STAT 212, STAT 213, 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
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.