

# MARKETING, BACHELOR OF SCIENCE

The Marketing program is designed to provide students with opportunities to acquire the skills, concepts, and knowledge needed to assume responsible positions in marketing. Skills in problem solving, decision making, and applying the principles of economics, psychology, and sociology to consumer behavior are developed for future marketing professionals and marketing leaders. Career options are available in selling, purchasing, advertising, promotion, physical distribution, industrial marketing, customer service, marketing research, consumer service, and many other specialties.

Upon successful completion of the Marketing degree program, student will be able to demonstrate:

1. Technical competence in the discipline's functional areas of:
  - Selling and Sales Management
  - Marketing Research
  - Retailing and Retail Management
  - Marketing Information Systems/E-Commerce
  - Promotion, Advertising and Marketing Communication
  - International/ Global Marketing
  - Consumer Behavior and Integrated Marketing
2. Understanding of marketing strategies, marketing analytic models, techniques and software used in such applications as marketing research, sales management advertising and retailing.
3. Knowledge of ethical problem identification and solution consistent with the evolving needs and values of society and business culture.

## Marketing Guide Sheet

Code	Title	Semester Hours
Core Curriculum for Non-STEM Majors (Areas A-E) ( <a href="http://catalog.asurams.edu/undergraduate/core-curriculum/">http://catalog.asurams.edu/undergraduate/core-curriculum/</a> ) <sup>1</sup>		42
<b>Area F: Courses Related to Major</b> <sup>3</sup>		
ACCT 2101	Accounting Principles I	3
ACCT 2102	Accounting Principles II	3
MIST 2010	Fundamentals of Computer Applications	3
ECON 2105	Principles of Macroeconomics (if not taken in Area E)	3
ECON 2106	Principles of Microeconomics	3
BUSA 1105	Introduction to Business <sup>2</sup>	3
or MIST 2040	Communication for Management	
<b>Area G: Business Majors</b> <sup>3</sup>		
BUSA 3100	Business Internship I	3
BUSA 4105	International Business	3
ECON 3205	Economic and Business Statistics	3
FINC 3105	Foundations of Financial Management	3
MGMT 3105	Legal Environment of Business	3
MGMT 3106	Management Science and Operations Management	3
MGMT 4110	Organizational Behavior	3
MGMT 4205	Management Information Systems	3
MGMT 4199	Business Policy (Graduating Seniors Only)	3

MKTG 3120	Principles of Marketing	3
<b>Area H: Marketing Majors</b> <sup>3</sup>		
MIST 4260	E-Commerce	3
MKTG 3130	Consumer Behavior	3
MKTG 3132	Fundamentals of Selling	3
MKTG 3134	Marketing Research	3
MKTG 3136	Promotion & Advertising	3
MKTG 4170	Marketing Management	3
Select 12 semester hours of free electives (grade of C or better is required)		12
<b>First-Year and Wellness Course Requirements Outside the Core</b>		
ASU 1101	First Year Experience: Pathways to Success	1
HEDP, WELL	Health & Wellness Requirement <sup>4</sup>	2
<b>Total Semester Hours</b>		<b>123</b>

- <sup>1</sup> Business majors are required to complete MATH 1111 College Algebra in Area A and MATH 1113 Pre-Calculus in Area D with a minimum grade of "C".
- <sup>2</sup> Take both if ECON 2105 is taken in Area E.
- <sup>3</sup> Must earn C or better for all courses in Areas F, G, & H. The minimum GPA for graduation is 2.25. No more than 30 semester hours in traditional Business courses (excluding Economics) can be transferred to Areas F, G, and H.
- <sup>4</sup> The health & wellness requirement may be fulfilled by taking one - two (2) credit hour health or wellness course OR two one (1) credit hour health or wellness activity courses.