

MARKETING SALES

REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First-Year Seminar	3	_____
PSY 201	Critical Thinking Course	3	_____
ACC 215	Critical Thinking Course	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 207	Bus & Prof Communication	3	_____
STA 150	Fundamentals of Statistics	3	_____
STA 150L	Fundamentals of Statistics Lab	1	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
PSY 201	General Psychology (CT)	3	_____
_____	Core II Fine Arts	3	_____

Additional University Requirements

ENG 204	Writing Intensive	3	_____
MGT 460	Writing Intensive	3	_____
MKT 371	Multicultural or International	3	_____
MKT 465	Capstone	3	_____

COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENG 204	Writing for the Workplace	3	_____	MIS 200	Bus Computer Applications	3	_____
ACC 215	Accounting Principles (CT)	3	_____	MIS 290	Principles of MIS	3	_____
ACC 216	Accounting Principles (CT)	3	_____	MGT 218	Business Quantitative Methods	3	_____
ECN 250	Principles of Microeconomics	3	_____	MGT 320	Principles of Management	3	_____
ECN 253	Principles of Macroeconomics	3	_____	MGT 460	Strategic Management	3	_____
FIN 323	Principles of Finance	3	_____	MKT 340	MKT Concepts and Applications	3	_____
LE 207	Legal Environment of Business	3	_____	_____	CMM Studies Elective	3	_____

MAJOR

Students who wish to major in Marketing with an area of emphasis in Sales must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
MKT 231	Principles of Selling	3	_____	_____	Sales Elective	3	_____
MKT 341	Integrated MKT Communications	3	_____	_____	Free Elective	3	_____
MKT 437	Consumer Behavior	3	_____	_____	Free Elective	3	_____
MKT 375	Business to Business Marketing	3	_____	_____	Free Elective	3	_____
MKT 371	International Marketing	3	_____	_____	Free Elective	3	_____
MKT 440	Sales Management	3	_____	_____	Free Elective	3	_____
MKT 442	Marketing Research	3	_____	_____	Free Elective	3	_____
MKT 465	Strategic Marketing	3	_____	_____	Free Elective	3	_____
_____	Sales Elective	3	_____				

MAJOR INFORMATION

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- MKT 465 is the capstone course for all Marketing majors. It is normally taken in the senior year.
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Multicultural or International additional university requirement met with International Business Elective.
- Sales Electives- MKT 445, MGT 428, JMC 390, CMM 302, 308. CMM 302 and 308 may not count as both a CMM Elective and Sales Elective.
- MKT 371 must be taken to meet the International Business requirement.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

General Education Requirement
 College Requirement
 Major Requirement
 Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

MARKETING SALES

The Division of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Marketing. Professionals that work in marketing aim to get and keep customers by determining and satisfying customer needs and wants in a diverse market. This is done by making sure the company has the right products and/or services and that these are correctly promoted, distributed, and priced. In the marketing program, you will learn how to be effective at personal selling, promotion development and execution, event coordination, customer experience design, supply chain management, analytics, market research, social media, digital marketing, and strategic planning. Marketing majors can choose to have an area of emphasis in Digital Marketing and Analytics or Sales.

YEAR ONE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	FYS 100	First Year Sem Crit Thinking	● 3	_____	ECN 250	Principles of Microeconomics	■ 3	_____
	ENG 101	Beginning Composition	● 3	_____	🌳 CMM 207	Bus & Prof Communication	● ■ 3	_____
	STA 150	Fundamentals of Statistics	● ■ 3	_____	_____	Core II Physical or Natural Science	● 4	_____
	STA 150L	Fundamentals of Statistics Lab	● ■ 1	_____	_____	Core II Fine Arts	● 3	_____
	PSY 201	General Psychology (CT)	● ■ 3	_____	_____	Free Elective	3	_____
	🌳 MIS 200	Bus Computer Applications	■ 3	_____				
	UNI 100	Freshman First Class	1	_____				
	TOTAL HOURS		17		TOTAL HOURS		16	
	Summer Term (optional):							

YEAR TWO	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	ACC 215	Accounting Principles (CT)	● ■ 3	_____	ACC 216	Principles of Accounting	■ 3	_____
	ECN 253	Principles of Macroeconomics	■ 3	_____	🌳 MGT 218	Business Quantitative Methods	■ 3	_____
	🌳 ENG 201	Advanced Composition	● 3	_____	ENG 204	Writing for the Workplace	● ■ 3	_____
	LE 207	Legal Environment of Business	■ 3	_____	_____	Free Elective	3	_____
	_____	CMM Studies Elective	■ 3	_____	_____	Core II Humanities	● 3	_____
	TOTAL HOURS		15		TOTAL HOURS		15	
	Summer Term (optional):							

YEAR THREE	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	🌳 MKT 340	MKT Concepts and Applications	■ 3	_____	🌳 MKT 341	Integrated MKT Communications	◆ 3	_____
	🌳 MKT 231	Principles of Selling	◆ 3	_____	MKT 437	Consumer Behavior	◆ 3	_____
	MGT 320	Principles of Management	■ 3	_____	MKT 375	Business to Business Marketing	◆ 3	_____
	FIN 323	Principles of Finance	■ 3	_____	_____	Sales Elective	◆ 3	_____
	MIS 290	Principles of MIS	■ 3	_____	_____	Free Elective	3	_____
	TOTAL HOURS		15		TOTAL HOURS		15	
	Summer Term (optional):							

YEAR FOUR	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
	MKT 442	Marketing Research	◆ 3	_____	MKT 465	Strategic Marketing	● ◆ 3	_____
	MKT 440	Sales Management	◆ 3	_____	MGT 460	Strategic Management	● ■ 3	_____
	_____	Sales Elective	◆ 3	_____	MKT 371	International Marketing	● ■ ◆ 3	_____
	_____	Free Elective	3	_____	_____	Free Elective	3	_____
	_____	Free Elective	3	_____				
	TOTAL HOURS		15		TOTAL HOURS		12	
	Summer Term (optional):							

● General Education Requirement ■ College Requirement ◆ Major Requirement 🌳 Area of Emphasis

🌳 Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.