MARKETING
Cotsakos College of Business; Bachelor of Science; MARKETING
Fall 2014 (UCC)

In addition to the requirements below, coursework is required to reach the University-mandated minimum of 120 credits for a Bachelor’s degree.

**UCC REQUIREMENTS [40 credits]**

**AREA 1: PERSONAL WELLBEING [3]**

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<th>3 cred.</th>
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**AREA 2: EXPRESSION [9]**

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<thead>
<tr>
<th>a. Arts/Communication</th>
<th>3 cred.</th>
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| b. Writing  
ENG 1100 College Writing | 3 cred. |
| c. Literature  
ENG 1500 Experiences in Literature | 3 cred. |

**AREA 3: WAYS OF KNOWING [19]**

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<tr>
<th>a. Philosophical Perspectives</th>
<th>3 cred.</th>
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<td>b. Historical Perspectives</td>
<td>3 cred.</td>
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| c. Social/Behavioral Science (2 different disciplines)  
ECON 2010 Macroeconomic Principles | 3 cred. |
| | 3 cred. |
| d. Scientific Perspectives | 4 cred. |
| e. Quantitative Thinking  
MATH-1170 Business Math | 3 cred. |

**AREA 4: DIVERSITY & JUSTICE [3]**

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<th>Must complete 18 credits in UCC prior to taking Area 4</th>
<th>3 cred.</th>
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**AREA 5: CIVIC & COMMUNITY ENGAGEMENT [3]**

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<th>MUST COMPLETE Area 4 before taking Areas 5&amp;6</th>
<th>3 cred.</th>
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**AREA 6: GLOBAL AWARENESS [3]**

| MUST COMPLETE Area 4 before taking Areas 5&6  
MKT 3160 Global Marketing | 3 cred. |

**FIRST YEAR SEMINAR [1.5]**

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<th>Required for 1st year students &amp; transfers with less than 12 credits</th>
<th>1.5 cred.</th>
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**INTENSIVE REQUIREMENTS**

These courses can be double counted within the UCC, the major, or as free electives.

**WRITING INTENSIVE (WI) *W**

| The first WI course must be Area 2 College Writing  
ENG 1100 College Writing  
ENG 1500 Experiences in Literature  
MGT 3550 Values, Ethics & Sustainability | 3 cred. |
|---|---|

**TECHNOLOGY INTENSIVE (TI) *T**

|---|---|

**UNIVERSITY REQUIREMENTS**

**FOREIGN LANGUAGE [6]**

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<th>3 cred.</th>
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**MARKETING:** A minimum of 60 credits and a grade point average of 2.000 must be earned in this major to graduate.

**COMMON BUSINESS CORE COURSES**

- ACCT 2110 Financial Accounting
- ACCT 2120 Managerial Accounting
- LAW 2010 Legal Environment of Business
- ECON 2020 Microeconomic Principles
- ECON 2100 Business Statistics I
- FIN 3200 Corporate Finance
- MGT 2000 Principles of Management
- MGT 3050 Management Information Systems
- MGT 4310 Production and Operations Management
- MGT 4600 Business Strategy and Policy
- MKT 2100 Principles of Marketing

**MAJOR REQUIREMENTS**

- MKT 3160 Global Marketing
- MKT 3200 Consumer Behavior
- MKT 4650 Marketing Research
- MKT 4820 Marketing Management
- MKT 3140 Advertising
- MKT 3320 e-Marketing
- MKT 3420 Retail Management
- MKT 3990 Special Topics
- MKT 4750 Supply Chain Management
- MKT 4850 Practicum in Marketing
- MKT 4900 Internship in Marketing
- MKT 4990 Independent Study
- RPS 2050 Professional Selling
- RPS 2100 Negotiations

**DIRECTED ELECTIVE REQUIREMENT**

- ECON 2110 Business Statistics II
- MGT 3550 Values, Ethics & Sustainability (3 cr)

In addition one 3 credit course, 2000 level or above, outside of the concentration area must be taken, chosen with the help of an advisor. Students are encouraged to take coursework in their specific area of interest.