

MARKETING

(72 HRS.)

Effective Fall 2020

COURSE	COURSE TITLE	HR	PREREQUISITE(S)	TERM OFFERED
BUSINESS CORE REQUIREMENTS:				
ACC 201	Principles of Accounting 1	3.0	Completed 18 credit hours	Fall/Spring/Summer
ACC 202	Principles of Accounting 2	3.0	ACC 201 with a grade higher than C-	Fall/Spring/Summer
BL 260	Principles of Business Law	3.0	None	Fall/Spring/Summer
ECON 201	Elementary Microeconomics	3.0	MATH 108 recommended	Fall/Spring/Summer
ECON 202	Elementary Macroeconomics	3.0	C or better grade in ECON 201	Fall/Spring/Summer
ECON 221	Business Statistics	3.0	C or better grade in MATH 111, or a passing grade (D- or better) in MATH 132, 161, or 165 and a C or higher grade in ISOM 125 or CS 104, or a passing grade (D- or better) in ISOM 210 or its equivalent, or demonstrated proficiency in Microsoft Excel by examination Parallel: ISOM 210	Fall/Spring/Summer
FIN 300	Principles of Finance	3.0	C or better grade in ACC 201	Fall/Spring/Summer
ISOM 210	Business Information Systems	3.0	None	Fall/Spring/Summer
ISOM 249	Fundamentals of Business Communications	3.0	C or better grade in ENG 104 or in ENG 114	Fall/Spring/Summer
ISOM 351	Operations Management	3.0	ECON 221 or permission of department chairperson	Fall/Spring/Summer
MATH 132	Brief Calculus	3.0	C- or better in MATH 111, or an appropriate score on the SAT/ACT or on the mathematics placement test, or permission of the department chairperson	Fall/Spring/Summer
MCOB 100	Introduction to Miller College and World of Business	1.0	Open only to Miller College of Business Core majors. Other Miller College majors by permission.	Fall/Spring
MCOB 200	Job Search Skills	1.0	Prereq: Credit in MCOB 100 Prereq or parallel enrollment in ISOM 249	Fall/Spring
MCOB 300	Transition to the Profession	1.0	Credit in MCOB 100 Prereq or parallel enrollment in MCOB 200	Fall/Spring
MGT 300	Managing Behavior in Organizations	3.0	Sophomore standing; C or better grade in ECON 116 or 201	Fall/Spring/Summer
MGT 491	Business Policy and Strategic Management	3.0	Senior standing; completion of all Miller College of Business core classes including BL 260, FIN 300, ISOM 249, 351, MGT 300, MKG 300, MATH 132 or 161 or 162 or 165 or 166. No simultaneous enrollment allowed.	Fall/Spring/Summer
MKG 300	Principles of Marketing	3.0	Sophomore standing; minimum grade of C in ECON 116 or 201	Fall/Spring/Summer
MARKETING REQUIREMENTS:				
MKG 310	Consumer Behavior	3.0	MKG 300	Fall/Spring/Summer
MKG 325	Professional Selling	3.0	Minimum grade of C in ECON 116 or 201; <i>Prerequisite or parallel:</i> MKG 300	Fall/Spring/Summer
MKG 350	Marketing Research & Analytics	3.0	MKG 300 and ECON 221	Fall/Spring/Summer
MKG 480	Marketing Strategy	3.0	MKG 300, 310, 325, 350 and one additional MKG elective; senior standing or permission of the department chairperson.	Fall/Spring/Summer
Choose 15 Hours of MKG electives	BUSA 300 MKG 330, 345, 369, 375, 400, 410, 420, 425, 427, 429, 431, 432, 450, 460, 470, 475, 476, 495, 497, or 498	15.0	Consult online course catalog for complete course descriptions and listing of specific prerequisites.	Varies by course – check with the department for specific offerings

To assist students in choosing the electives from above that are most closely related to a particular career interest, the following courses and areas of concentration are recommended:

- Sales and Promotion, 15 hours: MKG 375, 420, 425, 427, 429
- Channels and Supply Chain Management 15 hours: MKG 345, 410, 431, 460, 470
- Marketing Strategy and Management, 15 hours: MKG 400, 470, 475, +6 hrs

Consult with your advisor to identify course combinations most closely aligned with your marketing career interests.

MARKETING

Freshman Year

1st semester	Hrs	2nd semester	Hrs
ENG 103 or 104 (placement)	3	ENG 104 or University Core course	3
MATH 108 or 111 (placement)	3	MATH 132 (University Core Foundation)	3
MCOB 100	1	ISOM 210	3
University Core Course	3	ECON 201 (Tier 1)	3
FIN 101 & PFW 1##	1+2	University Core Course	3
University Core Course	3		
	16		15

Sophomore Year

1st semester	Hrs	2nd semester	Hrs
ACC 201	3	ACC 202	3
ECON 202 (Tier 2)	3	ECON 221	3
ISOM 249	3	MKG 300	3
BL 260	3	University Core Course	3
MCOB 200	1	MCOB 300	1
University Core Course	3		
	16		13

Junior Year

1st semester	Hrs	2nd semester	Hrs
FIN 300 or MGT 300	3	FIN 300 or MGT 300	3
MKG 325	3	MKG 310	3
ISOM 351	3	MKG 350	3
University Core Course	3	Major elective*	3
University Core Course	3	General elective	3
	15		15

Senior Year

1st semester	Hrs	2nd semester	Hrs
MKG 480	3	MGT 491 (Tier 3)	3
Major elective*	3	Major elective*	3
Major elective*	3	Major elective*	3
General elective	3	General elective	3
General elective	3	General elective	3
	15		15

Minimum 120 hours

BOLD = required business courses

* = Major electives

This document is a suggested guideline; it is the student's responsibility to meet with their advisor regularly to verify all requirements are being met for graduation.

