

**MARKETING**

**(75 HRS.)**

**Effective Fall 2024**

| COURSE                             | COURSE TITLE   | HR  | PREREQUISITE(S)  |
|------------------------------------|--|-----|--|
| <b>BUSINESS CORE REQUIREMENTS:</b> |  |     |  |
| ACC 201                            | Principles of Financial Accounting                   | 3.0 | Completed 15 credit hours  |
| ACC 202                            | Principles of Managerial Accounting                  | 3.0 | C- or better grade in ACC 201 or D- or better grade in ACC 200   |
| BA 205                             | Foundations of Business Analytics                    | 3.0 | None   |
| BL 260                             | Principles of Business Law                           | 3.0 | None   |
| ECON 201                           | Elementary Microeconomics                            | 3.0 | None   |
| ECON 202                           | Elementary Macroeconomics                            | 3.0 | C- or better grade in ECON 201   |
| ECON 221                           | Business Statistics                                  | 3.0 | C- or better in MATH 110 or MATH 111 or MATH 113, or an appropriate score on the SAT/ACT or on the mathematics placement test or a passing (D- or better) in MATH 125, MATH 132, MATH 161, or MATH 165 |
| FIN 300                            | Principles of Finance                                | 3.0 | C- or better grade in ECON 116 or ECON 201   |
| ISOM 210                           | Business Information Systems                         | 3.0 | None   |
| ISOM 249                           | Fundamentals of Business Communications              | 3.0 | None   |
| ISOM 351                           | Operations Management                                | 3.0 | Prerequisite or parallel: ECON 221 or MATH 181 or MATH 221 or MATH 320 or MATH 321 or NUR 314 or PSYS 241 or SOC 382 or equivalent   |
| MATH 125                           | Quantitative Reasoning                               | 3.0 | None   |
| MCOB 100                           | Introduction to Miller College and World of Business | 1.0 | Open only to Miller College Business majors. Other majors by permission.   |
| MCOB 200                           | Job Search Skills                                    | 1.0 | Prerequisite: MCOB 100.<br>Open only to Miller College Business majors. Open only to freshmen, sophomores, and juniors. Other majors by permission.  |
| MCOB 300                           | Transition to the Profession                         | 1.0 | Credit in MCOB 100<br>Prereq or parallel enrollment in MCOB 200.<br>Open only to Miller College Business majors. Other majors by permission.   |
| MGT 300                            | Managing Behavior in Organizations                   | 3.0 | Sophomore standing   |
| MGT 491                            | Business Policy and Strategic Management             | 3.0 | Senior standing; completion of ACC 202, BA 205, ECON 202, ECON 221, BL 260, ISOM 201, ISOM 249, ISOM 351, MGT 300, MKG 300, and FIN 300. <b>No simultaneous enrollment allowed.</b>                    |
| MKG 300                            | Principles of Marketing                              | 3.0 | Sophomore standing   |

**MARKETING REQUIREMENTS:**

|                                 |  |     |   |
|---------------------------------|--|-----|---|
| MKG 310                         | Consumer Behavior  | 3.0 | MKG 300   |
| MKG 325                         | Professional Selling   | 3.0 | <i>Prerequisite or parallel:</i> MKG 300  |
| MKG 350                         | Marketing Research & Analytics   | 3.0 | MKG 300 and ECON 221  |
| MKG 370                         | Introduction to Digital Marketing Strategy   | 3.0 | none  |
| MKG 400                         | Brand Management   | 3.0 | MKG 300   |
| MKG 420                         | Integrated Marketing Communications  | 3.0 | MKG 300   |
| MKG 480                         | Marketing Strategy   | 3.0 | MKG 300, 310, 325, 350 and 420; or permission of the department chairperson.                          |
| Choose 6 Hours of MKG electives | BUSA 300<br>MKG 369, 375, 425, 431, 470, 495, 497, or 498.<br>LSCM 452 or LSCM 460 | 6.0 | Consult online course catalog for complete course descriptions and listing of specific prerequisites. |

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, 6 hours: MKG 375, 425
- Digital Marketing Strategy & Analytics, 6 hours: MKG 375, 431
- Marketing Strategy and Management, 6 hours: MKG 375, 470

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        |
| <b>ISOM 210</b>            | <b>3</b> | <b>MATH 125</b>                   | <b>3</b> |
| <b>MCOB 100</b>            | 1        | University Core Course            | 3        |
| University Core Course     | 3        | <b>ECON 201 (Tier 1)</b>          | <b>3</b> |
| FIN 101 & PFW 1##          | 1+2      | University Core Course            | 3        |
| University Core Course     | 3        |                                   |          |
|                            | 16       |                                   | 15       |

| Sophomore Year           |          |                        |          |
|--------------------------|----------|------------------------|----------|
| 1st semester             | Hrs      | 2nd semester           | Hrs      |
| <b>ACC 201</b>           | <b>3</b> | <b>ACC 202</b>         | <b>3</b> |
| <b>ECON 202 (Tier 2)</b> | <b>3</b> | <b>ECON 221</b>        | <b>3</b> |
| <b>ISOM 249</b>          | <b>3</b> | <b>MKG 300</b>         | <b>3</b> |
| <b>BL 260</b>            | <b>3</b> | <b>BA 205</b>          | <b>3</b> |
| <b>MCOB 200</b>          | <b>1</b> | <b>MCOB 300</b>        | <b>1</b> |
| University Core Course   | 3        | University Core Course | 3        |
|                          | 16       |                        | 16       |

| Junior Year               |          |                           |          |
|---------------------------|----------|---------------------------|----------|
| 1st semester              | Hrs      | 2nd semester              | Hrs      |
| <b>FIN 300 or MGT 300</b> | <b>3</b> | <b>FIN 300 or MGT 300</b> | <b>3</b> |
| <b>MKG 325</b>            | <b>3</b> | <b>MKG 350</b>            | <b>3</b> |
| <b>MKG 310</b>            | <b>3</b> | <b>MKG 370</b>            | <b>3</b> |
| General elective          | 3        | <b>Major elective*</b>    | <b>3</b> |
| <b>ISOM 351</b>           | <b>3</b> | General elective          | 3        |
|                           | 15       |                           | 15       |

| Senior Year            |          |                         |          |
|------------------------|----------|-------------------------|----------|
| 1st semester           | Hrs      | 2nd semester            | Hrs      |
| <b>MKG 400</b>         | <b>3</b> | <b>MGT 491 (Tier 3)</b> | <b>3</b> |
| <b>MKG 420</b>         | <b>3</b> | <b>MKG 480</b>          | <b>3</b> |
| <b>Major elective*</b> | <b>3</b> | <b>Major elective*</b>  | <b>3</b> |
| General elective       | 3        | General elective        | 3        |
| General elective       | 3        |                         |          |
|                        | 15       |                         | 12       |

**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.*

