

MARKETING

2025-2026

GENERAL EDUCATION CORE		REQ	COMP	NEED
Written Communication				
ENGL 101 & 102	6			
ENGL 109				
Oral Communication - Choose 1				
COMM 101, 203, 204	3			
Mathematical Ways of Knowing - Choose 1				
MATH 123 or higher Math 153 accepted (must be substituted)	3			
Humanistic & Artistic Ways of Knowing - Choose 2 from 2 categories				
ENGL 175, ENGL 257, ENGL 258, ENGL 261 OR	6-7			
NP 101, NP 102, SPAN 101, SPAN 102 OR				
ART 100, HUM 101,150, MUS 101,102,150,151,152 THEA 101				
Scientific Ways of Knowing - Choose 1 course from 2 disciplines; 1 lab				
BIOF 100	7-8			
BIOL 100, 120, 123, 175, 227				
CHEM 100, 105, 111				
FSCI 101 or GIS 271				
GEOL 101, GEOL 120				
NS 140, NS 150, NS 174, ID 240				
PHYS 111 or 112, 171, 205, 211				
Social & Behavioral Ways of Knowing				
PSYC 101	6			
ECON 201 or 202				
Global Perspective - Choose 1				
ANTH 102, 120, 170, 360	3			
COMM 345, ENGL 258, ENGL 474, GEOG 102				
HIST 101, 102, 111, 112				
HRPT 184 or SS 184 or KIN 220				
NP 101, 102				
POLS 285 or SOC 101				
SPAN 101, 102, 201, 202				
Integrative Seminar: Ethics & Values				
ID 300A-300Z (see course descriptions/options in catalog)	3			
ID 301A				
TOTAL	37-38			

MAJOR COURSES		REQ	COMP	NEED
AC 231	Principles of Accounting I	3		
BUS 101	Introduction to Business	3		
BUS 220	Business Communications	3		
BUS 221	Introduction to Computer/Info Sys.	3		
UPPER DIVISION COURSES				
BUS 311	Foundations of Management Theory	3		
BUS 321	Principles of Marketing	3		
TOTAL		18		
BUSINESS ELECTIVES (Choose 2)				
BUS 323	Promotion Methods	6		
BUS 333	Consumer Behavior			
BUS 340	Retail Marketing			
TOTAL		6		
SUMMARY				
GENERAL EDUCATION		37		
BUSINESS ELECTIVES		6		
BUSINESS CORE		18		
TOTAL		61		

Students must earn at least a "C-" in all major courses.

Students must also earn at least a 2.50 grade point average in all business courses combined, including AC and ECON.

MOVE UP
with a business degree

Students must earn at least a "C-" in Math, ECON, and PSYC 101.