

MARKETING

2026-2027

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	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			
ECON 201 or 202	3		
Choose one from the following:	3		
ANTH 102, 120, 170			
GEOG 102			
HIST 101, 102, 111, 112			
HRPT 184, 185 or SS 184, 185			
POLS 101, 237, 285			
PSYC 101, 205			
SOC 101, 102			
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			

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		

*Other Marketing Electives that may be substituted include: BUS 421, 428, and 431

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