

Marketing Major	Unit	Credit
ECON 121 Microeconomics (None)	1	
ECON 122 Macroeconomics (None)	1	
BUAD 205 Accounting for Decision Making (None)	1	
BUAD 218 Information Systems (None)	1	
BUAD 233 Marketing Management (None)	1	
BUAD 254 Organizational Behavior (None)	1	
BUAD 342 Corporate Finance (ECON 121, 122, BUAD 205, 218)	1	
BUAD 343 Buyer Behavior (BUAD 233 and ECON 121 or permission)	1	
BUAD 348 Operations Management (MATH 111 or INQ 240)	1	
BUAD 363 Integrated Marketing Communications (BUAD 233 or permission)		
BUAD 433 Marketing Research (BUAD 233, INQ 240 or permission)	1	
BUAD 493 Marketing Capstone (BUAD 343, BUAD 433)	1	
BUAD 499 Business Policy (permission)	1	
Choose 2 electives from*:	2	
ART 261 Graphic Design I (ART 111 or ART 151 or permission)		
ART 361 Graphic Design II (ART 261)		
BUAD 333 Global Marketing (BUAD 233)		
BUAD 338 e-Business (BUAD 218)		
BUAD 353 Sales & Sales Management (BUAD 233)		
BUAD 406 Independent Study (see catalog)		
BUAD 416 Internship (see catalog)		
COMM 202 Mass Communications (COMM 101)		
COMM 220 Public Speaking (INQ 110 or INQ 120 or HNRS 120)		
COMM 250 Communication Theory (COMM 101)		
COMM 311 Video Field Production (COMM 101 and 1 200 Level COMM course)		
COMM 317 Personal Communication (COMM 250)		
COMM 319 Writing for Media (COMM 250)		
COMM 360 Studies in Intercultural Communications (COMM 250; COMM 260 highly recommended)		
ECON 257 Competition, Monopoly, and Public Policy (ECON 120 or 121)		

*Also pre-approved special topics courses and pre-approved IL courses.