

## Marketing Degree Curriculum Information Sheet

<b>Business Core</b>		
<b>Course</b>	<b>Credits</b>	<b>Notes and Prerequisites</b>
33:010:275 Intro. to Managerial Accounting	3	<i>pre-req: 33:010:272</i>
33:011:300 Business Forum	2	
33:136:370 Management Information Systems OR 33:010:458 Accounting Information Systems	3	<i>33:010:458 required if double majoring in Accounting, pre-req for 33:010:458 is 33:010:272</i>
33:136:385 Statistical Methods in Business	3	
33:136:386 Operations Management	3	
33:140:320 Business Law I OR 33:522:334 Business Ethics	3	<i>33:140:320 required if double majoring in Accounting</i>
33:390:300 Financial Management OR 33:390:310 Financial Management for Finance Majors	3	<i>33:390:310 required if double majoring in Finance or declaring a Finance Concentration</i>
33:620:301 Intro to Management	3	
33:620:302 Management Skills	3	
33:620:492 Business Policy and Strategy	3	<i>pre-reqs: 33:390:300 or 33:390:310, 33:620:301, 33:630:301; senior year only</i>
33:630:301 Intro. to Marketing	3	
33:799:301 Intro. to Supply Chain Management	3	
Credit Total	35	

<b>Required Marketing Courses</b>		
<b>Course</b>	<b>Credits</b>	<b>Notes and Prerequisites</b>
33:630:385 Marketing Research	3	<i>pre-reqs: 33:136:385 &amp; 33:630:301</i>
33:630:374 Consumer Behavior	3	<i>pre-req: 33:630:301</i>
33:630:452 Marketing Strategy and Decision Making	3	<i>pre-req: 33:630:385; senior year only</i>
Marketing elective*	3	
Marketing elective*	3	
Marketing elective*	3	
Marketing elective*	3	
Credit Total	21	

*\*please refer to the department website for a list of approved major electives*

### Marketing Major Special Notes

- There are two introductory Finance courses that can fulfill a business core requirement. If you intend to double major in Finance or declare a Finance concentration you will need to take Financial Management for Finance Majors (33:390:310). You can take Financial Management

(33:390:300) if you have no intention of majoring in Finance or declaring a Finance Concentration. Credit will not be given for both courses if you take both due to switching to a Finance major/declaring a Finance concentration at a later date.

- If you major in Accounting as your first, second or third major, you are required to take 33:010:458 Accounting Information System and 33:140:320 Business Law I. You will not earn credit for taking 33:136:370 Management Information System. You can earn credit towards graduation if you take 33:522:334 Business Ethics but it will not fulfill a major requirement.
- Students with more than one Business School major may only double count one RBS course between those majors.