# Marketing Degree
## Curriculum Information Sheet

### Business Core
- 33:010:275 - Intro. to Managerial Accounting (3)  
  *(pre-req: 33:010:272)*
- 33:011:300 - Business Forum (2)
- 33:136:370 - Management Information Systems (3) **
- 33:136:385 - Statistical Methods in Business (3)
- 33:136:386 - Operations Management (3)
  *(junior or senior year)*
- 33:390:300 - Financial Management (3) *
- 33:620:301 - Intro to Management (3)
- 33:620:302 - Management Skills (3)
- 33:620:492 - Business Policy and Strategy (3)  
- 33:630:301 - Intro. to Marketing (3)
- 33:799:301 - Intro. to Supply Chain Management (3)

### Required Marketing Courses
- 33:630:385 - Marketing Research (3)  
- 33:630:374 - Consumer Behavior (3)  
  *(pre-req: 33:630:301)*
- 33:630:452 - Marketing Strategy and Decision Making (3)  
  *(pre-req: 33:630:385 & seniors only)*

4 Marketing electives (12)

* Beginning Fall 2013, there will be two introductory Finance courses. Financial Management for Finance Majors (33:390:310) will be for those who intend to major in Finance. Financial Management (33:390:300) will be for those who have no intention of pursuing Finance. Students planning to double major in BAIT and Finance should take Financial Management for Finance Majors (33:390:310) instead of Financial Management (33:390:300). Students who switch into the Finance major will also need Finance 310. Credit will not be given for both courses, so, if students have any interest in pursuing Finance, they should take Finance 310. Otherwise, Finance 300 will be sufficient.


Please note that if you are a double or triple major in Business School departments, and are utilizing a particular course to count for a requirement in each of two majors, you are only permitted to do this “double count” ONE TIME, in RBS. Once you have utilized your one opportunity to “double count” a course between two majors, you will have exhausted this possibility for the remainder of your Bachelor’s degree. One “double count” possibility, per student.