

Marketing

Degree Type
Concentration

Concentration Requirements

Consists of 18 credits. Majors in business administration may pursue an concentration in marketing. 6 credits from the concentration may be applied to the requirements for the major.

Core Courses

Course Code	Title	Credits
BUS-315	Marketing Research	3
BUS-416W	Advertising	3
BUS-468	Contemporary Issues in Business	3

Choose One Course From the Following

Course Code	Title	Credits
BUS-412W	Professional Selling	3
COMM-315	Persuasion	3

Plus 6 credits from the following electives:

Course Code	Title	Credits
ART-322	Web Design and Development	3
BUS-414W	Consumer Behavior	3
COMM-347	Strategic Public Relations	3
ECON-410	Intermediate Microeconomics Theory	3
COMM-325	Communication in the Organization	3
COMM-327	Interpersonal Communication	3
COMM-332	American Television & Culture	3
COMM-334	Intercultural Communication	3
COMM-335	Communicating Sex and Gender	3
COMM-340	Representations of Gender, Race & Class	3
COMM-345	Argumentation and Debate	3
Total Credits		18