

# Marketing

## Degree Type

Emphasis

## Emphasis Requirements

Consists of 18 credits. Majors in business administration may pursue an emphasis in marketing. 6 credits from the emphasis 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
COMM-349	Nonprofit Communication	3
	<b>Total Credits</b>	<b>18</b>