



Marketing

...a degree program for students interested in an accelerated, evening format.

The marketing major helps students develop the knowledge and skills needed to construct marketing strategies and activities that can be applied in large corporations, small businesses, or retail environments. Marketing students will study topics including product design, customer relations, advertising, market research, marketing of services, Internet marketing and creating strategic marketing plans.

Marketing majors must complete the following required courses and the concentration listed below.

Lower Division Course Requirements*

COMP 1121 Adv. Computer Applications
MKTG 1011 Marketing Principles
MGMT 1101 Management Principles
ACCT 2011 Accounting Principles I
ACCT 2012 Accounting Principles II
ECON 2402 Microeconomics

Upper Division Course Requirements*

Logistics & Distribution Channel
Quantitative Methods of Decision-Making
Marketing on the Internet
Management Ethics

Plus 8 additional upper level credits from CIS, ACCT, FIN, or MGT courses.

(Students completing MGT courses in this area may claim a Management Minor)

Marketing Strategy Concentration

Human Resource Management
Market Promotion
Designing Successful Products
Services Marketing
Marketing Strategy

*Major courses are in addition to completion of general education requirements plus applicable electives.

Learn more

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