

Bachelor of Arts/Science in Integrated Studies - Marketing Emphasis

27 credits

Emphasis Requirements

Marketing Emphasis Requirements

CIS 2010	Business Computer Proficiency	3
ECON 2020	Macro Economics	3
MKTG 3010	Marketing Principles	3
STAT 2040	Business Statistics	3
or MATH 1040	Introduction to Statistics	
Complete 15 credits from the following:		
MKTG 3450	Consumer Behavior	3
MKTG 3500	Promotion Management	3
MKTG 3515	Sales Management	3
MKTG 4100	Marketing Research	3
MKTG 4200	Entrepreneurial Marketing	3
MKTG 4700	Marketing Strategy	3
WEB 3550	Internet & eCommerce Marketing	3

NOTES:

1. Students must select and complete two emphasis areas and INTS core requirements.
2. Marketing Emphasis may not be combined with Management & Operations Emphasis, or Management Emphasis.
3. Grade C or higher in each emphasis area course required.