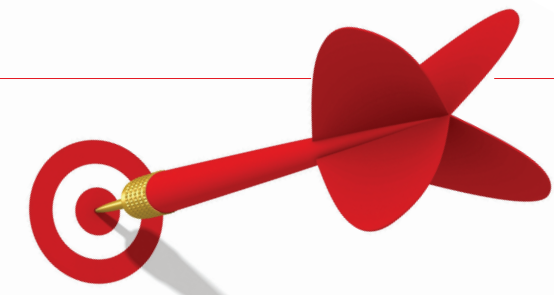


CBA Concentrations Marketing

Marketing focuses on creating value in the exchange relationship between the firm and the markets it serves. As such, marketing plays a pivotal role in connecting customers and stakeholders to a business and in building long-term relationships with these individuals or groups.

Fundamentally, marketers must be able to see and understand the world from their customers' perspective. This requires specific marketing activities including the measurement and interpretation of market forces, cultivation of market opportunities, development of products and/or services to match market opportunities, marketing communications, advertising, sales promotion, public relations, personal selling, sales management, direct marketing, and e-marketing. Marketing also requires conscious choice regarding social responsibility and corporate ethics.



PREREQUISITES TO THE MAJOR

Course	Title	Term	Grade
ACC 2110	Financial Accounting		
ACC 2130	Managerial Accounting		
BLW 2060	Law, Environment, and Ethics		
BUS 2090	Ethics and Social Responsibility for Businesses and Businesspeople		
ECON 2500	Principles of Macroeconomics		
ECON 2510	Principles of Microeconomics		
MATH 1500	Finite Math		
MATH 1610	Statistics for Decision Making		
Writing Proficiency Requirements:			
BUS 3100 ENGL 3007	Business & Technical Writing OR Business & Technical Comm		

BUSINESS ADMINISTRATION CORE

Course	Title	Term	Grade
CIS 3700*	Information Tech. for Mgt.		
FIN 3220	Business Finance		
MGT 3310	Management Theory and Practice		
MGT 3400	International Business		
MGT 4900†	Business Policy		
MKT 3410	Principles of Marketing		
OM 3010*	Operations Management		
OM 3020*	Management Science		

MARKETING CONCENTRATION

Course	Title	Term	Grade
MKT 4400	Consumer Behavior		
MKT 4420	Marketing Research		
MKT 4490	Strategic Marketing Management		

Complete one course as approved by your advisor:

MKT 4410	Advertising & Promotion Mgt.		
MKT 4430	Selling and Sales Management		
MKT 4450	Channel Institutions & Retail Mgt.		
MKT 4470	Global Marketing		
MKT 4480	Product & Price Management		
MKT 4950	Special Topics in Marketing		

PREREQUISITES TO THE MAJOR:

ACC 2110

ECON 2500 ECON 2510 ACC 2130 MATH 1610 MATH 1500 BLW 2060 BUS 2090

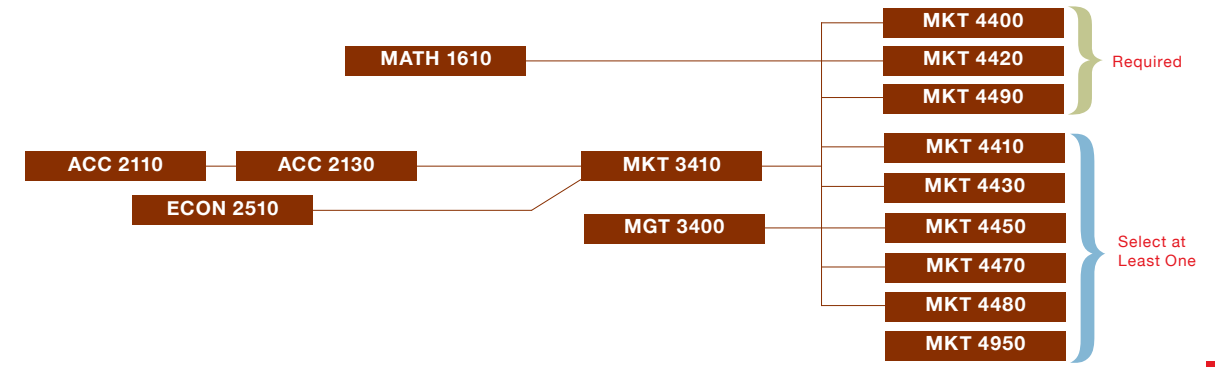
MGT 3310 CIS 2000

CORE REQUIREMENTS:

MGT 3400 BUS 3100 ENGL 3007 MKT 3410 FIN 3220 OM 3020 CIS 3700 OM 3010

MGT 4900

MARKETING CONCENTRATION REQUIREMENTS



* These courses may be taken concurrently with MGT 4900
† All prerequisite and business core courses must be taken before enrolling in MGT 4900.