

# Marketing

## Marketing Major

The Marketing major is designed for students pursuing careers in one of the subfields of marketing, such as product management, retailing, marketing communication, sales and sales management, distribution, or marketing research. These positions may be as technical specialists or as general marketing managers.

## Major Requirements

### Major: Marketing

**Degree Type: B.S.**

**Required Degree Credits to Graduate: 126**

### General Education Requirements

#### First Year Experience (F):

BUSN 189	Skills for Academic Success (Students transferring in 24 or more credits do not need to take BUSN 189.)	1
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#### Communication (C):

ENGL 110	College Composition I *	3
ENGL 120	College Composition II *	3
ENGL 320	Business and Professional Writing	3
COMM 110	Fundamentals of Public Speaking *	3

#### Quantitative Reasoning (R):

STAT 330	Introductory Statistics *	3
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#### Science & Technology (S):

CSCI 116	Business Use of Computers *	4
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A one-credit lab must be taken as a co-requisite with a general education science/technology course unless the course includes an embedded lab experience equivalent to a one-credit course. Select from current general education list

#### Humanities & Fine Arts (A):

PHIL 216	Business Ethics *	3
Select from current general education list		3

#### Social & Behavioral Sciences (B):

ECON 201	Principles of Microeconomics *	3
ECON 202	Principles of Macroeconomics *	3

**Wellness (W): Select from current general education list** 2

**Cultural Diversity (D): Select from current general education list**

#### Global Perspectives (G):

ECON 201	Principles of Microeconomics *	3
or ECON 202	Principles of Macroeconomics	

Total Credits 40

## Major Requirements

**General Education Requirements** 40

### Pre-College of Business Requirements

ACCT 200	Elements of Accounting I *	3
ACCT 201	Elements of Accounting II *	3

MATH 103 College Algebra (This is waived for students who place into Math 105 or higher.) \* 3

PSYC 111 Introduction to Psychology \* 3

STAT 331 Regression Analysis \* 2

### Pre-Marketing Requirements

MATH 144 Mathematics for Business \* 4

SOC 110 Introduction to Sociology \* 3

### Marketing Major Requirements\*\*

FIN 320 Principles of Finance <sup>1</sup> 3

MGMT 320 Foundations of Management <sup>1</sup> 3

MRKT 320 Foundations of Marketing <sup>1</sup> 3

BUSN 430 Legal and Social Environment of Business <sup>1</sup> 3

MRKT 410 Consumer Behavior 3

MRKT 450 Marketing Research 3

MRKT 460 Marketing Strategy 3

BUSN 489 Strategic Management (Capstone Course) <sup>1</sup> 4

MIS 320 Management Information Systems <sup>1</sup> 3

**300-400 Level Marketing Courses \*\*** 12

Select courses from current MRKT curriculum

**300-400 level Courses \*\*** 9

Select courses from 3 of the following areas:

1) ACCT

2) FIN

3) MGMT

4) MIS

5) Environment of Business:

BUSN 318 Taxation in Management Decisions

BUSN 340 International Business

BUSN 341 Business Environment of the European Union

BUSN 347 Principles of Real Estate

BUSN 383 Organizational Communication I

BUSN 431 Business Law I-Contracts, Property and Torts

BUSN 432 Business Law II-Business Organization and Commercial Transactions

BUSN 433

BUSN 440 International Business Law

BUSN 474 Cooperatives

**Additional 300-400 Level Courses \*\*** 6

These additional 300-400 level electives cannot be used to satisfy other requirements.

**Degree Electives: Potential of 10 credits to reach 126** 10

Total Credits 126

\* Pre-college and pre-marketing major courses. A grade of 'C' or better for pre-college and pre-marketing major courses is required for admission into the Marketing major.

\*\* Students must earn a grade of 'C' or better, and have a minimum 2.5 cumulative GPA, in ALL courses included in the professional program (i.e., all required courses, elective requirements, and additional 300-400 level CoB electives or breadth electives).

<sup>1</sup> Denotes Common Body of Knowledge (CBK) course.

## Degree Requirements and Notes

- Students must include one of the following international courses in their plan of study:

BUSN 340	International Business	3
BUSN 341	Business Environment of the European Union	3
FIN 440	International Finance	3
MGMT 440	International Management	3
MRKT 440	International Marketing	3

- Business courses from programs that do not hold AACSB International accreditation cannot be used for major or minor requirements in the College of Business (CoB); such courses may be eligible for use as free electives.
- The CoB accepts a maximum of nine credits of non-NDSU 300-400 level business courses from AACSB programs with approval of the department.
- Admission into the Marketing Major: Students must earn a 'C' or better in the pre-college and pre-marketing major courses that are indicated with an asterisk (\*), achieve junior standing (60 credits), and earn a 2.50 institutional cumulative grade point average. Students must submit an online application to the CoB.
- Admission to the marketing major is required to enroll in the advanced 300 or 400 level courses in the CoB.
- A grade of 'C' or better is required in transfer courses accepted for ACCT 200 Elements of Accounting I and ACCT 201 Elements of Accounting II and all 300-400 level accounting, business administration, finance, management, management information systems, and marketing courses.
- A letter grade must be earned in any course that fulfills a major requirement.
- Requirements for graduation are those in existence at the time of admission to the marketing major.
- A 2.50 cumulative grade point average is required to enroll in 300-400 level CoB courses.
- Students must earn a 2.50 institutional GPA to graduate.
- Of the credits completed in residence at least 30 credits must be in 300-400 level CoB courses.
- Students must be accepted to the marketing major prior to the completion of the last 30 credits in 300 and 400 level CoB courses.
- A Business Administration minor is NOT offered with this major.
- For multiple majors within the CoB, at least 15 unique credits of 300-400 level CoB courses must exist between the majors.
- Internship and cooperative education credits may be applied toward the total credits required for graduation as non-major electives or 300-400 level electives not used in pre-major categories.
- Students should refer to [www.ndsu.edu/business](http://www.ndsu.edu/business) for current and complete listing of the major requirements.