

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
----------	---	---

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
----------	---------------------------	---

Science & Technology (S):

CSCI 116	Business Use of Computers *	4
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		6

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 *	3
This is waived for students who place into MATH 105 or higher.		
STAT 331	Regression Analysis *	2

Pre-Marketing Requirements

MATH 144	Mathematics for Business *	4
PSYC 111	Introduction to Psychology *	3
SOC 110	Introduction to Sociology *	3

Marketing Major Requirements**		
BUSN 301	Organizational Citizen	0
FIN 320	Principles of Finance ¹	3
MGMT 320	Foundations of Management ¹	3
MRKT 320	Foundations of Marketing ¹	3
BUSN 430	Legal and Social Environment of Business ¹	3
MRKT 410	Consumer Behavior	3
MRKT 450	Marketing Research	3
MRKT 460	Marketing Strategy	3
BUSN 489	Strategic Management (Capstone Course) ¹	4
MIS 320	Management Information Systems ¹	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 (includes courses cross-listed with CoB courses):		
1) ACCT		
2) FIN		
3) MGMT		
4) MIS		
5) Environment of Business:		
BUSN 318	Taxation in Management Decisions	
BUSN 340	International Business	
BUSN 341	Global Business Environment	
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 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; includes courses cross-listed with CoB courses; excludes ATHL credits		
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). The only exception is BUSN 301, which is a P/F course.

¹ 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	Global Business Environment	3
FIN 440	International Finance	3
MGMT 440	International Management	3
MRKT 440	International Marketing	3

- Students follow the published curricula for the marketing program of study from the semester/year of entrance in the College of Business to graduation provided enrollment at NDSU has not been discontinued for more than one year. Students who change their major are subject to meeting the curricular requirements in effect at the time the new major is declared.

- 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, with the exception of BUSN 301, which is a P/F course.
- 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 for current and complete listing of the major requirements.

Freshman			
Fall	Credits	Spring	Credits
BUSN 189 [*]	1	COMM 110	3
CSCI 116	4	ENGL 120	3
ENGL 110	3	MATH 144	4
MATH 103	3	SOC 110	3
PSYC 111	3	Cultural Diversity or Non-major Elective	3
Humanities/Fine Arts Elective	3		
	17		16
Sophomore			
Fall	Credits	Spring	Credits
ACCT 200	3	ACCT 201	3
ECON 201	3	COMM 110	3
PHIL 216	3	ECON 202	3
STAT 330	3	STAT 331	2
Science & Technology Elective	2	Non-major Electives	4
Wellness	2		
	16		15
Junior			
Fall	Credits	Spring	Credits
ENGL 320	3	BUSN 430	3
FIN 320	3	MRKT 410	3
MGMT 320	3	MIS 320	3
MRKT 320	3	300-400 Level Marketing Elective	3
Non-major Electives	4	300-400 Level Business Elective	3
	16		15

Senior			
Fall	Credits	Spring	Credits
MRKT 450	3	BUSN 489	4
300-400 Level Marketing Electives (2)	6	MRKT 460	3
300-400 Level Business Elective	3	300-400 Level Marketing Elective	3
300-400 Level Elective	3	300-400 Level Business Elective	3
		300-400 Level Elective	3
	15		16
Total Credits: 126			

* At some time following the completion of BUSN 189 and prior to graduation, all College of Business students must register for and successfully complete BUSN 301 (0 credits).

NOTE: This is only a sample curriculum; actual schedules will depend on course availability and individual choices. Students are encouraged to meet with their academic adviser on a regular basis to review their plan of study.