

Marketing

Department Information

- **Department Location:**
Richard H. Barry Hall
- **Department Phone:**
701-231-8651
- **Department Web Site:**
www.ndsu.edu/business/departments/mm/
- **Degrees Offered:**
B.S.
- **Official Program Curriculum:**
bulletin.ndsu.edu/undergraduate/program-curriculum/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.

Supply Chain Management Track

The Supply Chain Management track provides students with the background necessary to perform well in a wide range of supply chain environments. Students are exposed to areas such as transportation and logistics, supply chain modeling, vendor managed inventory, supplier and customer relationship management, revenue management, purchasing, cost of ownership, and risk assessment.

Plan of Study

Please note this is a sample plan of study and not an official curriculum. Actual student schedules for each semester will vary depending on start year, education goals, applicable transfer credit, and course availability. Students are encouraged to work with their academic advisor on a regular basis to review degree progress and customize an individual plan of study.

Freshman			
Fall	Credits	Spring	Credits
ENGL 110	4	COMM 110	3
MATH 144	4	ENGL 120	3
PSYC 111	3	MIS 116	3
ECON 201	3	ECON 202	3
Gen Ed Wellness	2	Non-Major Elective	3
	16		15
Sophomore			
Fall	Credits	Spring	Credits
ACCT 200	3	ACCT 201	3
SOC 110	3	STAT 331	2
PHIL 216	3	Gen Ed Science & Technology (w/ lab)	4
STAT 330	3	Gen Ed Humanities/Fine Arts	3
Gen Ed Science & Technology	3	Non-Major Elective	3
	15		15
Junior			
Fall	Credits	Spring	Credits
ENGL 320	3	BUSN 430	3
FIN 320	3	MRKT 410	3

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MGMT 320	3	MIS 320	3
MRKT 320	3	300-400 Level Marketing Elective	3
Gen Ed Cultural Diversity	3	300-400 Level Business Elective	3
	15		15
Senior			
Fall	Credits	Spring	Credits
MRKT 450	3	BUSN 489	3
300-400 Level Marketing Electives (2)	6	MRKT 460	3
300-400 Level Business Elective	3	300-400 Level Marketing Elective	3
Non-Major Elective	2	300-400 Level Business Elective	3
		300-400 Level Elective	3
	14		15

Total Credits: 120

Note: Marketing majors can pursue a supply chain management track as part of their program, provided that the 300-400 level business, marketing, and free electives taken meet the track requirements.