

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.
- **Plan Of Study Sample:**
bulletin.ndsu.edu/programs-study/undergraduate/marketing/#planofstudytext

Major Requirements

Major: Marketing

Degree Type: B.S.

Minimum Credits Required for Degree: 120

University Degree Requirements

1. Satisfactory completion of all requirements of the curriculum in which one is enrolled.
2. Earn a minimum total of 120 credits in approved coursework. Some academic programs exceed this minimum.
3. Satisfactory completion of the general education requirements as specific by the university.
4. A minimum institutional GPA of 2.00 based on work taken at NDSU.
5. At least 36 credits presented for graduation must be in courses number 300 or higher.
6. Transfer Students: Must earn a minimum of 60 credits from a baccalaureate-degree granting or professional institution.
 - a. Of these 60, at least 36 must be NDSU residence credits as defined in #7.
 - b. Within the 36 resident credits, a minimum of 15 must be in courses numbered 300 or higher and 15 credits in the major field of study.
7. At least 36 credits must be NDSU resident credits. Residence credits include credits registered and paid for at NDSU.

For complete information, please refer to the Degree and Graduation Requirements (<http://bulletin.ndsu.edu/past-bulletin-archive/2018-19/academic-policies/undergraduate-policies/degree-and-graduation>) section of this Bulletin.

University General Education Requirements

Code	Title	Credits
Communication (C)		12
ENGL 110	College Composition I	
ENGL 120	College Composition II	
COMM 110	Fundamentals of Public Speaking	
Upper Division Writing [†]		
Quantitative Reasoning (R) [†]		3
Science and Technology (S) [†]		10
Humanities and Fine Arts (A) [†]		6
Social and Behavioral Sciences (B) [†]		6
Wellness (W) [†]		2
Cultural Diversity (D) ^{*†}		
Global Perspectives (G) ^{*†}		
Total Credits		39

* May be satisfied by completing courses in another General Education category.

† General education courses may be used to satisfy requirements for both general education and the major, minor, and program emphases, where applicable. Students should carefully review major requirements to determine if specific courses can also satisfy these general education categories.

- A list of university approved general education courses and administrative policies are available here (<http://bulletin.ndsu.edu/past-bulletin-archive/2018-19/academic-policies/undergraduate-policies/general-education/#genedcoursestext>).

Major Requirements

Code	Title	Credits
Pre-College of Business Requirements		
ACCT 200	Elements of Accounting I *	3
ACCT 201	Elements of Accounting II *	3
COMM 110	Fundamentals of Public Speaking (May satisfy general education category C) *	3
MIS 116	Business Use of Computers (May satisfy general education category S) *	3
ENGL 110	College Composition I (May satisfy general education category C) *	4
ENGL 120	College Composition II (May satisfy general education category C) *	3
ECON 201	Principles of Microeconomics (May satisfy general education category B and G) *	3
ECON 202	Principles of Macroeconomics (May satisfy general education category B and G) *	3
PHIL 216	Business Ethics (May satisfy general education category A) *	3
STAT 330	Introductory Statistics (May satisfy general education category R) *	3
STAT 331	Regression Analysis *	2
MATH 144	Mathematics for Business *	4
Pre-Marketing Requirements		
PSYC 111	Introduction to Psychology *	3
SOC 110	Introduction to Sociology *	3
Marketing Major Requirements**		
ENGL 320	Business and Professional Writing (May satisfy general education category C)	3
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 3 courses from within the CoB, (includes courses cross-listed with CoB courses):		
Additional 300-400 Level Course **		3
This additional 300-400 level elective cannot be used to satisfy other requirements; includes courses cross-listed with CoB courses; excludes ATHL credits		
Total Credits		98

* 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).

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:

Code	Title	Credits
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

- Student may choose to take the Supply Chain Management Track within the Marketing major.

Code	Title	Credits
MGMT 461	Supply Chain Management (Required)	3
MGMT 462	Modeling the Supply Chain (Required)	3
Select one of the following:		3
MGMT 360	Operations Management	
MGMT 451	Negotiation and Alternative Dispute Resolution	
MRKT 430	Sales and Personal Selling	
MRKT 438	Customer Relationship Management (CRM) and Sales Technology	
AGEC 378	Introduction to Transportation & Logistics	

- 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.
- 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.