

# Marketing

## Department Information

- **Department Location:**  
Richard H. Barry Hall
- **Department Phone:**  
701-231-8651
- **Department Web Site:**  
[www.ndsu.edu/business/programs/undergraduate/majors/](http://www.ndsu.edu/business/programs/undergraduate/majors/) (<http://www.ndsu.edu/business/programs/undergraduate/majors/>)
- **Credential Offered:**  
B.S.
- **Official Program Curriculum:**  
[catalog.ndsu.edu/undergraduate/program-curriculum/marketing/](http://catalog.ndsu.edu/undergraduate/program-curriculum/marketing/) (<http://catalog.ndsu.edu/undergraduate/program-curriculum/marketing/>)

## Sample Program Guide

Please note this is a sample program guide 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. Once admitted, students are encouraged to work with their assigned academic advisor on a regular basis to review degree progress.

Freshman			
Fall	Credits	Spring	Credits
ENGL 110		3 COMM 110	3
MATH 144		4 ENGL 120	3
PSYC 111		3 TL 116	3
ECON 201		3 ECON 202	3
Gen Ed Wellness		2 Non-Major Elective	3
		<b>15</b>	<b>15</b>
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
		<b>15</b>	<b>15</b>
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
Gen Ed Cultural Diversity		3 300-400 Level Business Elective	3
		<b>15</b>	<b>15</b>
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	3 300-400 Level Business Elective	3
	300-400 Level Elective	3
	<b>15</b>	<b>15</b>

**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.