

# Marketing

## Department Information

- **Department Web Site:**  
www.ndsu.edu/business/ (<http://www.ndsu.edu/business/>)
- **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

IMPORTANT DISCLAIMER: A Sample Program Guide provides an unofficial guide of program requirements and should be used by prospective students who are considering attending NDSU in the future. It is NOT an official curriculum and should NOT be used by current NDSU students for official degree planning purposes. Note that the official curriculum used by current NDSU students can vary from the Sample Program Guide due to a variety of factors such as, but not limited to, start year, education goals, transfer credit, and course availability.

To ensure proper program completion, enrolled students should utilize Degree Map (<https://www.ndsu.edu/registrar/degreemap/>) and Schedule Planner (<https://www.ndsu.edu/onestop/degree-map-and-planning/>) in Campus Connection and consult regularly with their academic advisor to ensure requirements are being met.

<b>Freshman</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
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 Free Elective	3
		<b>15</b>	<b>15</b>
<b>Sophomore</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
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 Free Elective	3
		<b>15</b>	<b>15</b>
<b>Junior</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
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 CoB Elective	3
		<b>15</b>	<b>15</b>
<b>Senior</b>			
<b>Fall</b>	<b>Credits</b>	<b>Spring</b>	<b>Credits</b>
MRKT 450		3 BUSN 489	3

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300-400 Level Marketing Electives (2)	6 MRKT 460	3
300-400 Level CoB Elective	3 300-400 Level Marketing Elective	3
Free Elective	3 300-400 Level CoB 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.