

# Marketing

## Department Information

- **Department Web Site:**  
[www.ndsu.edu/business/](http://www.ndsu.edu/business/) (<http://www.ndsu.edu/business/>)
- **Credential Offered:**  
B.S.
- **Sample Program Guide:**  
[catalog.ndsu.edu/programs-study/undergraduate/marketing/#planofstudytext](http://catalog.ndsu.edu/programs-study/undergraduate/marketing/#planofstudytext) (<http://catalog.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 specified by the university.
4. A minimum institutional GPA of 2.00 based on work taken at NDSU.
5. At least 30 credits must be NDSU resident credits. Resident credits include credits registered and paid for at NDSU.
6. At least 36 credits presented for graduation must be in courses numbered 300 or higher.
7. Students presenting transfer credit must meet the NDSU residence credits and the minimum upper level credit. Of the 30 credits earned in residence, a minimum of 15 semester credits must be in courses numbered 300 or above, and 15 semester credits must be in the student's curricula for their declared major.

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

### University General Education Requirements

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

Code	Title	Credits
<b>Category C: Communication</b>		<b>12</b>
ENGL 110	College Composition I	
ENGL 120	College Composition II	
COMM 110	Fundamentals of Public Speaking	
Upper Division Writing <sup>†</sup>		
<b>Category R: Quantitative Reasoning <sup>†</sup></b>		<b>3</b>
<b>Category S: Science and Technology <sup>†</sup></b>		<b>10</b>
<b>Category A: Humanities and Fine Arts <sup>†</sup></b>		<b>6</b>
<b>Category B: Social and Behavioral Sciences <sup>†</sup></b>		<b>6</b>
<b>Category W: Wellness <sup>†</sup></b>		<b>2</b>
<b>Category D: Cultural Diversity <sup>**†</sup></b>		
<b>Category G: Global Perspectives <sup>**†</sup></b>		
<b>Total Credits</b>		<b>39</b>

\*

Courses for category D & G are satisfied by completing D & G designated 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.

## Major Requirements

Code	Title	Credits
All courses taken for the Marketing Major require a grade of C or better. A minimum 2.5 cumulative GPA is required for admission to the major program, to enroll in 300-400 level courses, and to graduate.		
<b>Pre-Major Requirements</b>		
COMM 110	Fundamentals of Public Speaking	3
ECON 201 or ECON 202	Principles of Microeconomics <sup>1</sup> Principles of Macroeconomics	3
ENGL 120	College Composition II	3
MATH 144	Mathematics for Business	4
PSYC 111 or SOC 110	Introduction to Psychology <sup>1</sup> Introduction to Sociology	3
<b>Marketing Major Requirements</b>		
ACCT 200	Elements of Accounting I	3
ACCT 201	Elements of Accounting II	3
TL 116	Business Software Applications	3
PHIL 216	Business Ethics	3
STAT 330	Introductory Statistics	3
STAT 331	Regression Analysis	2
ECON 201 or ECON 202	Principles of Microeconomics <sup>1</sup> Principles of Macroeconomics	3
PSYC 111 or SOC 110	Introduction to Psychology <sup>1</sup> Introduction to Sociology	3
ENGL 320	Business and Professional Writing	3
Admission to the major program required prior to taking the following courses:		
FIN 320	Principles of Finance <sup>2</sup>	3
MGMT 320	Foundations of Management <sup>2</sup>	3
MRKT 320	Foundations of Marketing <sup>2</sup>	3
MIS 320	Management Information Systems <sup>2</sup>	3
BUSN 430	Legal and Social Environment of Business <sup>2</sup>	3
BUSN 489	Strategic Management (Capstone Course) <sup>2</sup>	3
MRKT 410	Consumer Behavior	3
MRKT 450	Marketing Research	3
MRKT 460	Marketing Strategy	3
<b>Marketing Elective Courses</b>		
A. Select 300-400 level courses from current MRKT prefix courses. <sup>3</sup>		12
B. Select 300-400 level courses from within the CoB, Prefixes of BUSN, MGMT, FIN, ACCT, MIS, ENTR (includes courses cross-listed with CoB courses) as well as SCM 320, SCM 460, and SCM 462. <sup>3</sup>		9
C. This 300-400 level elective can be external to the CoB and must be satisfied with a single 3-credit 300-400 level course (includes courses cross-listed with CoB courses). It cannot be used to satisfy other requirements. <sup>3</sup>		3
3: At least one of the following international courses must be included in the plan of study and can count in one of the marketing 300-400 level elective areas:		
BUSN 340	International Business	
BUSN 341	Global Business Environment	
ENTR 440	International Entrepreneurship (Prereq: ENTR 201 or MGMT 470)	
FIN 440	International Finance	
MGMT 440	International Management	

MRKT 440	International Marketing	
<b>Total Credits</b>		<b>93</b>

1

Take the other course not taken for admission to pre-major program.

2

Denotes Common Body of Knowledge (CBK) course.

### Degree Requirements and Notes:

- Students follow the published curricula for the marketing program of study from the semester/year of entrance in the College of Business (COB) 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.
- The CoB accepts a maximum of up to (but not including) 50% of upper-division (300-level and 400-level) business courses<sup>1</sup> required for degree completion, with a minimum grade of C<sup>2</sup>. All transfer courses are subject to approval by the course discipline chair or designated representative.
  - Defined as courses with the following prefixes: ACCT, BUSN, ENTR, FIN, MGMT, MIS, MRKT, SCM.
  - Credits that do not qualify for degree completion will still be accepted as general credits toward graduation, within the restrictions defined by university transfer policy.
- 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 all accounting, business administration, finance, management, management information systems, and marketing courses.
- No courses for the major may be taken with Pass/Fail grading.
- Requirements for graduation are those in existence at the time of admission to the marketing major.
- 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.
- Student may choose to take the Supply Chain Management Track within the Marketing major:

#### Supply Chain Management Track

Code	Title	Credits
SCM 320	Integrated Supply Chain Management	3
SCM 462	Modeling the Supply Chain	3
Select one of the following:		3
AGEC 378	Introduction to Transportation & Logistics	
MGMT 451	Negotiations	
MRKT 430	Sales and Personal Selling	
MRKT 438	Customer Relationship Management (CRM) and Sales Technology	
MRKT 460	Marketing Strategy	
SCM 460	Production & Operations Management	
<b>Total Credits</b>		<b>9</b>