



Marketing Major
Bachelor of Science Curriculum Plan
48 Hours

Student

ID#

Advisor

Business Program Core (18 Hours)

	Required Course	Hours	Transfer/Substitution/Notes	Final Grade
	ACTG 270 Accounting for Managers or ACTG 271: Managerial Accounting	3		
	BUAD 151: Business Essentials	3		
	CIS 241: Intermediate Technology Applications	3		
	BUAD 302: Business Communications	3		
	BUAD 310: Legal Environment of Business	3		
	ECON 204: Principles of Microeconomics	3		

Marketing Core (21 Hours)

	Required Course	Hours	Transfer/Substitution/Notes	Final Grade
	BUAD 303: Statistics for Business Applications	3		
	MGMT 352: Principles of Management	3		
	MKTG 321: Principles of Marketing	3		
	MKTG 322: Consumer Behavior	3		
	MKTG 378: Sales Management	3		
	MKTG 400: Marketing Management	3		
	MKTG 450: Brand Management	3		

Marketing Electives (9 Hours)

	Course	Hours	Transfer/Substitution/Notes	Final Grade
	MKTG 370: Advertising	3		
	MKTG 372: Public Relations	3		
	MKTG 374: Multinational Marketing Strategies	3		
	MKTG 421: Business Logistics	3		
	COMM 443: Social Media III	3		
	BUAD 445: Global Business	3		
	MKTG 481: Special Topics in Marketing	3		
	MKTG 485: Marketing Internship	3		

NOTE: MKTG 481: Special Topics in Marketing may be repeated once with a different special topic.

Marketing Freshmen Year

Course	Hrs.	Course	Hrs.
ENGL 111 or 100 – Freshmen Comp I	3	ENGL 112 – Freshmen Comp II	3
HIST 110, 113, or 213	3	GNST 105 – Igniting Higher Order Thinking or PHIL 260 - Logic	3
Fine Arts elective core	3	Math elective core	3
BUAD 151 – Business Essentials	3	CIS 241 – Intermediate Computer Appl	3
Social/Behavioral Science elective	3	Life Skills elective core	3
UCE 100 – Union College Experience	1	UCE 102 – Union College Experience	1
Total Hours	16	Total Hours	16

Sophomore Year

Course	Hrs.	Course	Hrs.
Literature elective credit	3	History elective core	3
Science elective core (if spring sport athlete) or Elective	3-4	Science elective core (if fall sport athlete) or elective	3-4
Social/Behavioral Science elective core	3	ECON 204 - Microeconomics	3
ACTG 270 – Accounting for Managers	3	BUAD 302 – Business Communications	3
MKGT 321 – Principles of Marketing	3	Elective	3
Total Hours	15-16	Total Hours	15-16

Junior Year

Course	Hrs.	Course	Hrs.
MKTG 322 – Consumer Behavior	3	MKTG 400 – Marketing Management	3
MGMT 352 – Principles of Management	3	MKTG 300+ elective	3
BUAD 310 – Legal Environment of Bus	3	BUAD 303 – Statistics for Business Appl	3
Electives	6	Electives	6
Total Hours	15	Total Hours	15

Senior Year

Course	Hrs.	Course	Hrs.
MKTG 378 – Sales Management	3	MKTG 300+ elective	3
MKTG 450 – Brand Management	3	Electives	9

MKTG 300+ elective	3		
Electives	6		
Total Hours	15	Total Hours	12

2023-2024

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