UNION
COLLEGE

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		
	COMP 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 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.				