

# Marketing Major (MKG)

The BUA department strives to prepare students to take their places in society and to thrive in whatever roles they choose. The successful student who completes the program will:

- be able to analyze problems and demonstrate the ability to formulate appropriate solutions using marketing concepts and/or models;
- be able to communicate marketing concepts and analysis of marketing issues effectively;
- demonstrate basic knowledge (vocabulary and core concepts) of the functional areas of business: accounting, economics, finance, management, and marketing;
- demonstrate knowledge of content (vocabulary, concepts, and widely used models) of marketing.

Marketing creates satisfaction by providing the tools people and organizations need to make better exchanges. The study of marketing includes examining how consumers make decisions and how to discover needs and wants as effectively as possible in an increasingly complex global environment. Because this major includes a broad base that explores all areas of business, it is good preparation for almost any career in business, as well as for graduate studying business and related disciplines. The marketing component specifically prepares people for careers in sales and sales management, market research, and promotion/ advertising.

All majors require a senior comprehensive experience. Marketing majors complete a two-part written exam in their last semester. Majors are notified of the details of these exams during the Fall of their Senior year. The student and the Office of the Registrar are notified of exam results by the Department Chair.

All majors require a senior comprehensive experience. In their last semester Finance majors take a standardized test of general business knowledge (the Comprehensive Business Exam) and a written exam focused on their major content. The Department contacts students with details of the comprehensive experience in the fall, with testing dates finalized in the student's last semester. The Department Chair reports exam results to the student and the Office of the Registrar.

Degree Type: Bachelor of Science (BS)

Program Contact: Professor Scott Takacs

**Department:** Marketing

**Type:** B.S.

Core Courses	33 hours
Required Course Selections	6 hours
Allied Courses	12 hours
Total	51

## Core Courses

Item #	Title	Credit Hour(s)
BUA125	Introduction to Business with Computer Applications	3
BUA210	Principles of Accounting I	3
BUA211	Principles of Accounting II	3
BUA326	Contemporary Marketing	3
BUA335	Principles of Finance	3
BUA346	Marketing Research	3
BUA348	Principles of Management	3
BUA423	International Marketing	3
BUA454	Marketing Strategy	3
EC0221	Principles of Macroeconomics	3
EC0223	Principles of Microeconomics	3

## Required Course Selections

Item #	Title	Credit Hour(s)
	BUA330 or BUA460	3
	BUA338 or EC0315	3

## Allied Courses

Item #	Title	Credit Hour(s)
MAT111	Elementary Probability and Statistics	3
PHI325	Business Ethics	3
	COMM315 or COMM415	3
	MAT107, 109, 115, or 125	3
	<b>Total credits:</b>	<b>51</b>