



# Bachelor of Science in Business Marketing Track

## Pre-Major Courses

Calculus sequence:

MATH 140-143 OR MATH 161-162

## Core Courses (9)

One of the following statistics courses:

STAT 180, STAT 190, ECON 230, PSCI 200, or MATH 203

ECON 108: Principles of Economics

ECON 207: Intermediate Microeconomics

ACC 201: Financial Accounting

MKT 203: Principles of Marketing

FIN 205: Financial Management

CIS 220: Business Information Systems & Analytics

BUS 221: Operations and Strategy

STR 203: Economic Theory of Organization

## Marketing Track (6)

select at least 4, up to 6 from

MKT 212: Marketing Research and Analytics

MKT 213: Marketing Projects and Cases

MKT 233: Advertising and Promotional Strategy

MKT 235: Product and Brand Strategy

MKT 237: Digital Marketing Strategy

STR 241: Pricing Strategy

## Electives (select 0-2)

BUS 118: Business Ethics

BUS 201: Impactful Presentations

BUS 219: Negotiations

BUS 389: Business Research

CIS 211: Business Modeling with Excel

CIS 245: Social Media and Text Analytics

STR 221: Business Strategy

STAT 221W: Sampling Design



### Study Abroad

Plan ahead and meet with Education Abroad.



### Career Development & Internships

We encourage you to connect with the Greene Center as early as your first year. Whether you're exploring career and major options, looking for experiences to help build your skills and resume, or need help strategizing how to reach your goals.



### Did You Know?

You may have the Math & Statistics (N1MTH013) or Introduction to Calculus and Contemporary Math (N1MTH011) clusters complete through the business pre-major and major coursework.