

BROYHILL UNDERGRADUATE SCHOOL OF MANAGEMENT**MAJOR: MARKETING (60 HOURS)**

NO MINOR REQUIRED

NO ADDITIONAL HOURS REQUIRED

TOTAL HOURS TO COMPLETE: 60

COMMON PROFESSIONAL COMPONENT (36 HOURS)*				
	COURSE NAME	HRS	TERM	PREREQUISITES
ACCT 213	ACCOUNTING PRINCIPLES I	3	FALL, SPRING	
ACCT 214	ACCOUNTING PRINCIPLES II	3	FALL, SPRING	ACCT 213 or Permission from Instructor
BADM 300	LEGAL ENVIRONMENT OF BUSINESS (W13)	3	FALL, SPRING	
BADM 304	APPLIED BUSINESS STATISTICS	3	FALL, SPRING	CISS 300 and either MATH 105, MATH 110, or MATH 151 or equivalent, or Permission from Instructor
BADM 305	INTRODUCTION TO MANAGEMENT SCIENCE	3	FALL, SPRING	CISS 300 and either MATH 105, MATH 110, or MATH 151 or equivalent, or Permission from Instructor
BADM 360	INTERNATIONAL BUSINESS	3	FALL, SPRING	
BADM 480	BUSINESS STRATEGY (W13)	3	FALL, SPRING	Senior Standing; ACCT 214, BADM 304, CISS 300, ECON 204, FINC 312, MGMT 316, MRKT 300, or Permission from Instructor
CISS 300	MANAGEMENT INFORMATION SYSTEMS	3	FALL, SPRING	
ECON 204	PRINCIPLES OF ECONOMICS II	3	FALL, SPRING	ECON 203
FINC 312	FINANCIAL MANAGEMENT	3	FALL, SPRING	ACCT 213, ACCT 214, ECON 203, and ECON 204
MGMT 316	PRINCIPLES OF MANAGEMENT	3	FALL, SPRING	
MRKT 300	PRINCIPLES OF MARKETING (W13)	3	FALL, SPRING	
	TOTAL COMPONENT HOURS	36		

MARKETING MAJOR REQUIREMENTS (24 HOURS)*				
	COURSE NAME	HRS	TERM	PREREQUISITES
MRKT 410	MARKETING RESEARCH	3	FALL	BADM 304 or equivalent, MRKT 300, or Permission from Instructor
MRKT 420	MARKETING MANAGEMENT	3	SPRING	MRKT 300, three 400-level MRKT courses, and MGMT 316
MRKT 497	INTERNSHIP IN MARKETING (PRE)	3	AS NEEDED	Junior standing or Departmental Approval
CHOOSE FIVE	SELECT 15 CREDIT HOURS FROM THE FOLLOWING:			
MRKT 302	CONSUMER BEHAVIOR	3	FALL (EVEN YEARS)	MRKT 300
MRKT 304	ADVERTISING AND PROMOTION	3	SPRING (ODD YEARS)	MRKT 300
SPMG 310	SPORT MARKETING AND PROMOTION	3	SPRING	
MRKT 404	SALES MANAGEMENT	3	AS NEEDED	MRKT 300
MRKT 466	INTERNATIONAL MARKETING	3	FALL	MRKT 300
MRKT 475	TOPICS IN MARKETING	3	AS NEEDED	MRKT 300
COMM 370	INTRODUCTION TO COMPUTER GRAPHICS	3	FALL, SPRING	COMM 220 or Permission from Instructor
	TOTAL MAJOR HOURS	24		

*NOTE: MATH 110 or MATH 151, and ECON 203 are prerequisites for courses required in the major and will fulfill General Education requirements**

**NOTE: All courses in the Gardner-Webb Major, Minor, Common Professional Component, and prescribed General Education Courses must be completed with a grade of "C" or higher.*

ADDITIONAL REQUIREMENTS FOR TRANSFER MAJORS: All students transferring under the Comprehensive Articulation Agreement must complete or transfer MATH 110 Finite Mathematics and ECON 203 Principles of Economics I. Additionally, all students transferring from a community college are strongly recommended to take the following courses as part of their community college programs: ACCT 213 Accounting Principles I, ACCT 214 Accounting Principles II, ECON 203 Principles of Economics I, ECON 204 Principles of Economics II, and CISS 300 Management Information Systems.