

# Marketing

Degree Audit

(49 credits)

2024-2025

Requirements	Hours	Hours Completed and Grade	Hours in Progress	Hours Needed
MNGT 115: Spreadsheet Software	1			
ACCT 205: Fundamentals of Accounting	3			
ECON 101: Survey of Economics	3			
MATH 123: Practical Statistics	3			
MNGT 201: Managing Organizations	3			
MNGT 310: Business Analytics	3			
MNGT 315: Legal Environment of Business	3			
LEAD 305: Business Ethics	3			
MNGT 320: Negotiation and Ethics	3			
MKTG 201: Principles of Marketing	3			
MKTG 320: Digital Marketing	3			
MKTG 325: Principles of Selling	3			
MKTG 385: Marketing Research	3			
MKTG 386: Consumer Behavior	3			

**Choose THREE electives from:**

COMM 314, MASS 123, 225, 230; GRPH 201, MKTG 297, 397, 497

	3			
	3			
	3			

**Capstone**

MKTG 432: Marketing Strategy	3			
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Student Signature and Date	Advisor Signature and Date

Each major must include at least 18 hours of 300-400 level credit that are not applied toward any additional majors