



COURSECHECKLIST

Marketing - Advanced Marketing Analytics Sequence

In order to graduate, you must complete the following requirements PLUS business requirements:

- Meet College of Business Minimum Standards for Progress
- Earn Cs in ALL your required business classes
- Complete General Education Requirements (General Education OR Associate's of Arts/Science OR I.A.I. – transfer general education)
- Earn at least 120 hours toward graduation
- Earn a minimum of 42 senior college hours (at the 200 level or above)
- Complete Global Studies Requirement

BUSINESS CORE REQUIREMENTS (46 hours)

COURSE NUMBER	COURSE TITLE	CREDIT HOURS
<input type="checkbox"/> MS COMP	Microsoft Competency – Choose from IT 150 or BIS 167 & BIS 168	2-3
<input type="checkbox"/> ACC 131	Financial Accounting	3
<input type="checkbox"/> ACC 132	Managerial Accounting (ACC 131)	3
<input type="checkbox"/> BIS 270	Information Systems in Organizations (MS Comp, Stats, ACC 132, MAT 120)	3
<input type="checkbox"/> ECO 101	Microeconomics	3
<input type="checkbox"/> ECO 102	Macroeconomics	3
<input type="checkbox"/> MQM 100	Statistical Reasoning (MAT 120 or 121 or 144 or 145) (May also substitute ECO 138)	3
<input type="checkbox"/> BUS 100	Enterprise	3
<input type="checkbox"/> MAT 121	Applied Calculus (MAT 120) (May also substitute MAT 145)	4
<input type="checkbox"/> ENG 145.13	Language and Composition II: Writing for Business (ENG 101)	3
<input type="checkbox"/> FIL 185	Legal, Ethical, Social Environment of Business (ECO 101 and 102, or concurrent registration)	3
<input type="checkbox"/> FIL 240	Business Finance (60 hours, ECO 101 and 102, ACC 132, Stats)	3
<input type="checkbox"/> MKT 190	Marketing Fundamentals and Career Choices (ECO 101 and 102, or concurrent registration)	3
<input type="checkbox"/> MQM 220	Business Organization & Management (60 hours, ECO 101)	3
<input type="checkbox"/> MQM 227	Operations Management (60 hours, ECO 101 and 102, ACC 132, Stats)	3
<input type="checkbox"/> BUS 285	ETS Major Field Test in Business (concurrent registration with MQM 385 is required)	0
<input type="checkbox"/> MQM 385	Organizational Strategy (90 hrs, BIS 270, FIL 185, FIL 240, MKT 190, MQM 220, MQM 227)	3

REQUIRED MAJOR COURSES - 3 COURSES/9 HOURS

<input type="checkbox"/> MKT 231	Buyer Behavior (C or better in MKT 190/230)	3
<input type="checkbox"/> MKT 232	Marketing Research (C or better in MKT 190/230, Stats)	3
<input type="checkbox"/> MKT 338	Strategic Marketing Management (C or better in MKT 231 & MKT 232)	3

REQUIRED SEQUENCE COURSES - 3 COURSES/9 HOURS

<input type="checkbox"/> BIS 271 or IT 244	Introduction to Business Analytics (MS Competency) Introduction to Business Intelligence (IT 150 or equivalent, MQM 100)	3
<input type="checkbox"/> MKT 245	Introduction to Marketing Analytics (MKT 190 or 230; 232)	3
<input type="checkbox"/> MKT 345	Advanced Marketing Analytics (MKT 190 or 230; MKT 232, 245)	3

ANALYTICS ELECTIVES - CHOOSE 3 COURSES/9 HOURS

<input type="checkbox"/> ACC 263	Accounting Information Systems (MS Competency)	3
<input type="checkbox"/> BIS 366	Advanced Business Data Management (BIS 260 & ACC 261)	3
<input type="checkbox"/> GEO 303	Geographic Information Systems (GEO 204)	3
<input type="checkbox"/> IT 344	Applied Data Mining (IT 244)	3
<input type="checkbox"/> MKT 287/299	Independent Study/Honors Independent Study	3
<input type="checkbox"/> MKT 310	Logistics and Supply Chain Management (MKT 190/230, 231, 232)	3
<input type="checkbox"/> MKT 311	Marketing and Sales Forecasting (MKT 190/230, 231, 232)	3
<input type="checkbox"/> MKT 312	Data Management for Marketing Analytics (MKT 190/230, 231, 232, 233)	3
<input type="checkbox"/> ACC 353	Forensic Analytics	3
<input type="checkbox"/> BIS 371	Advanced Business Analytics	3
<input type="checkbox"/> MKT 339.13	Brand Management and Analytics (MKT 190/230, 232)	3
<input type="checkbox"/> MKT 398.05	Professional Practice: Intern/Coop in Marketing Analytics (MKT 190/230, 231, 232, 245)	3

ONLY 3 hours of these non-traditional courses may count toward Marketing major

MARKETING ADVANCED ANALYTICS