

Marketing

Course Checklist for the Integrated Marketing Communication 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 (44 hours)

✓	COURSE #	COURSE TITLE	CREDIT HOURS
	MS COMP	Microsoft Competency – Choose from IT 150 or ACC 167 & ACC 168	2-3
	ACC 131	Financial Accounting	3
	ACC 132	Managerial Accounting (ACC 131)	3
	ACC 270	Information Systems in Organizations (MS Comp, Stats, ACC 132)	3
	ECO 105	Principles of Economics	4
	MQM 100	Statistical Reasoning (MAT 120 or 121 or 144 or 145) (May also substitute ECO 138)	3
	BUS 100	Enterprise	3
	MAT 121	Applied Calculus (MAT 120) (May also substitute MAT 145)	4
	ENG 145.13	Language and Composition II: Writing for Business (ENG 101)	3
	FIL 185	Legal, Ethical, Social Environment of Business (45 hours, ECO 105)	3
	FIL 240	Business Finance (60 hours, ECO 105, ACC 132, Stats)	3
	MKT 190	Marketing Fundamentals and Career Choices (45 hours, ECO 105)	3
	MQM 220	Business Organization & Management (60 hours, ECO 105)	3
	MQM 227	Operations Management (60 hours, ECO 105, ACC 132, Stats)	3
	BUS 285	ETS Major Field Test in Business (concurrent registration with MQM 385 is required)	0
	MQM 385	Organizational Strategy (90 hrs, ACC 270, FIL 185, FIL 240, MKT 190/230, MQM 220, MQM	3

REQUIRED MAJOR COURSES = 3 COURSES (9 HOURS)

	MKT 231	Buyer Behavior (C or better in MKT 190/230)	3
	MKT 232	Marketing Research (C or better in MKT 190/230, Stats)	3
	MKT 338	Strategic Marketing Management (C or better in MKT 231 & MKT 232)	3

REQUIRED SEQUENCE COURSES (6 HOURS)

	MKT 233	Foundations of Integrated Marketing Communication (C or better in MKT 190/230)	3
	MKT 333	Integrated Marketing Communication (MKT 190/230, 231, 232, 233)	3

IMC ELECTIVES – CHOOSE 3 COURSES (9 HOURS)

	COM 178♦	Introduction to Public Relations (MKT 233 must be completed prior to enrolling in COM 178)	3
	MKT 234	Personal Selling and Relationship Marketing (C or better in MKT 190/230)	3
	MKT 287/299★	Independent Study/Honors Independent Study	3
	MKT 331	Support Strategies for IMC (MKT 190/230, 231, 232, 233)	3
	MKT 332	IMC Creative Strategy Design (MKT 190/230, 231, 232, 233)	3
	MKT 339.05	Seminar: Services Marketing (MKT 190/230, 231, 232)	3
	MKT 398.04★	Professional Practice: Intern/Coop in IMC (MKT 190/230, 231, 232, 233)	3
	MKT 245	Marketing Analytics (MKT 190/230, 231, 232)	3
	MKT 345	Advanced Marketing Analytics (MKT 245)	3
	MKT 339.14	Sport Marketing (MKT 190/230, 231, 232)	3
	MKT 339.15	Digital Marketing (MKT 190/230, 231, 232)	3
	MKT 339.13	Brand Management & Analytics (MKT 190/230, 231, 232)	3
	MKT 236	Business Ethics, Social Responsibility, and Sustainability (MKT 190/230)	3

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