
















SALES, EMPHASIS

 - General Education Course

 - Milestone course: a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

Major

The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at <https://www.marshall.edu/gened/>.

Code	Title	Credit Hours
Core Curriculum		
<i>Core 1: Critical Thinking</i>		
FYS 100	First Yr Sem Critical Thinking	3
PSY 201 	Introductory Psychology (CT)	3
ACC 215 	Accounting Principles (CT)	3
<i>Core 2</i>		
ENG 101  	Beginning Composition	3
ENG 201  	Advanced Composition	3
CMM 207  	Bus & Prof Communication	3
STA 150 	Foundations of Statistics	3
STA 150L 	Foundations of Statistics Lab	1
Core II Natural/Physical Science		4
Core II Humanities		3
PSY 201 	Introductory Psychology (CT)	3
Core II Fine Arts		3
<i>Additional University Requirements</i>		
ENG 204	Writing for the Workplace (Writing Intensive)	3
MGT 460 	Strategic Management (Writing Intensive)	3
MKT 371 	International Marketing (MC or I: International Business Elective)	3
MKT 465 	Strategic Marketing (Capstone)	3
College-Specific		
ENG 204	Writing for the Workplace	3
ACC 215 	Accounting Principles (CT)	3
ACC 216	Principles of Accounting (CT)	3
ECN 250	Principles Microeconomics	3
ECN 253	Principles Macroeconomics	3
FIN 323	Principles of Finance	3
LE 207	Legal Environ of Business	3
MIS 200 	Bus Computer Applications	3
MIS 290	Prin Management Info Systems	3
MGT 218 	Business Quantitative Methods	3
MGT 320	Principles of Management	3
MGT 460 	Strategic Management	3
MKT 340 	MKT Concepts and Applications	3
Communication Studies Elective:		
Select one of the following:		3
CMM 302	Professional Presentations	

CMM 308	Persuasive Communication	
CMM 315	Group Communication	
CMM 319	Superior-Subordinate Comm	
CMM 322 	Intercultural Communication	
Major-Specific		
MKT 231 	Principles of Selling	3
MKT 341 	Integrated MKT Communications	3
MKT 437	Consumer Behavior	3
MKT 371 	International Marketing	3
MKT 375	Business to Business Marketing	3
MKT 440	Sales Management	3
MKT 442	Market Research	3
MKT 465 	Strategic Marketing	3

Sales Electives:


Select two of the following:		6
MKT 445	Services Marketing	
MGT 428	Negotiations	
JMC 390	Media Sales & Underwriting	
CMM 302	Professional Presentations ¹	
CMM 308	Persuasive Communication ¹	
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3
Free Elective		3

¹ CMM 302 and CMM 308 may not count as both the CMM elective and a Sales elective.

Major Information

- The total number of free electives required depends on the number of hours completed in STA 150 Foundations of Statistics or STA 150B Foundations of Stats-Expanded and ENG 101 Beginning Composition or ENG 101P Beginning Composition Plus and the number of hours that can be double-counted toward multiple degree requirements.
- MKT 465 Strategic Marketing is the capstone course for all Marketing majors. It is normally taken in the senior year.
- Multicultural or International additional university requirement met with International Business Elective.
- MKT 371 International Marketing must be taken to meet the International Business requirement.
- Please check with advisor about course offerings. Not all classes will be offered every semester

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Four Year Plan

The Department of Marketing, MIS and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Marketing. Professionals that work in marketing aim to get and keep customers by determining and satisfying customer needs and wants in a diverse

market. This is done by making sure the company has the right products and/or services and that these are correctly promoted, distributed, and priced. In the marketing program, you will learn how to be effective at personal selling, promotion development and execution, event coordination, customer experience design, supply chain management, analytics, market research, social media, digital marketing, and strategic planning. Marketing majors can choose to have an area of emphasis in Digital Marketing and Analytics or Sales.

Course	Title	Credit Hours
First Year		
First Semester		
FYS 100	First Yr Sem Critical Thinking	3
ENG 101 🌿🎓	Beginning Composition	3
STA 150 🌿	Foundations of Statistics	3
STA 150L 🌿	Foundations of Statistics Lab	1
PSY 201 🌿	Introductory Psychology (CT)	3
MIS 200 🎓	Bus Computer Applications	3
UNI 100	Freshman First Class	1
Credit Hours		17
Second Semester		
Free Elective		3
ECN 250	Principles Microeconomics	3
CMM 207 🌿🎓	Bus & Prof Communication	3
Core II Physical or Natural Science		4
Core II Fine Arts		3
Credit Hours		16
Second Year		
First Semester		
ACC 215 🌿	Accounting Principles (CT)	3
ECN 253	Principles Macroeconomics	3
ENG 201 🌿🎓	Advanced Composition	3
LE 207	Legal Environ of Business	3
CMM Studies Elective		3
Credit Hours		15
Second Semester		
ACC 216	Principles of Accounting	3
MGT 218 🎓	Business Quantitative Methods	3
ENG 204	Writing for the Workplace	3
Free Elective		3
Core II Humanities		3
Credit Hours		15
Third Year		
First Semester		
MKT 340 🎓	MKT Concepts and Applications	3
MKT 231 🎓	Principles of Selling	3
MGT 320	Principles of Management	3
FIN 323	Principles of Finance	3
MIS 290	Prin Management Info Systems	3
Credit Hours		15
Second Semester		
MKT 341 🎓	Integrated MKT Communications	3

MKT 437	Consumer Behavior	3
MKT 375	Business to Business Marketing	3
Sales Elective		3
Free Elective		3
Credit Hours		15
Fourth Year		
First Semester		
MKT 442	Market Research	3
MKT 440	Sales Management	3
Sales Elective		3
Free Elective		3
Free Elective		3
Credit Hours		15
Second Semester		
MKT 465 🌿	Strategic Marketing	3
MGT 460 🌿	Strategic Management	3
MKT 371 🌿	International Marketing	3
Free Elective		3
Credit Hours		12
Total Credit Hours		120