Marketing Major Requirements
Catalog Year: 2014-15
Degree: Bachelor of Science
Credit Hours: 60+

“PR” indicates a pre-requisite. “CO” indicates a co-requisite.

Courses within this major may also satisfy general education requirements. Please consult http://registrar.cofc.edu/general-edu for more information.

Required Courses

- ACCT 203  Financial Accounting (3) PR: Sophomore standing
- ACCT 204  Managerial Accounting (3) PR: Sophomore standing, ACCT 203
- BLAW 205  Legal Environment of Business (3) PR: Sophomore standing
- DSCI 232  Business Statistics (3) PR: MATH 104 or 250
- DSCI 304  Production and Operations Management (3) PR: Junior standing, DSCI 232, MGMT 301, MATH 104 or 250, MATH 105 or 120
- DSCI 320  Management Information Systems (3) PR: Junior standing, ACCT 203, 204, DSCI 232, MATH 104 or 250
- ECON 200  Principles of Microeconomics (3) PR: None
- OR
  - HONS 200  Honors Economics I (3) PR or CO: MATH 120 or its equivalent
  - ECON 201  Principles of Macroeconomics (3) PR: ECON 200
  - OR
    - HONS 211  Honors Economics II (3) PR or CO: HONS 200 or its equivalent
  - OR
    - FINC 303  Business Finance (3) PR: Junior standing, major declaration, ACCT 203, 204, ECON 200, 201, MATH 104 or 250, (DSCI 232 suggested)
- MATH 104  Elementary Statistics (3) PR: MATH 101 or placement
- OR
  - MATH 250  Statistical Methods I (3) PR: MATH 105 with a C-grade or better or MATH 111 or MATH 120 or permission of instructor
  - MATH 105  Calculus for Business and the Social Sciences (3) PR: MATH 101 or placement
  - OR
  - MATH 120  Introductory Calculus (4) PR: Placement or C-or better in MATH 111
  - OR
  - HONS 115  Honors Calculus (4)
- MGMT 301  Management and Organizational Behavior (3) PR: Junior Standing, major declaration
- MKTG 302  Marketing Concepts (3) PR: Junior standing, major declaration, ECON 200, 201
- MKTG 320  Marketing Research (3) PR: Junior standing, ECON 200, 201, MATH 104 or 250, DSCI 232, MKTG 302
- MKTG 326  International Marketing (3) PR: Junior standing, MKTG 302, ECON 200, 201
- MKTG 329  Consumer Behavior (3) PR: Junior standing, ECON 200, 201, MKTG 302
- MKTG 425  Marketing Management (3) PR: Junior standing, MKTG 302, 320, 329; ECON 200, 201

Complete 12 credit hours from the following courses:

- MKTG 328  Retailing Management (3) PR: Junior standing, MKTG 302, ECON 200, 201
MKTG 330  Advertising (3) PR: Junior standing, MKTG 302, ECON 200, 201

MKTG 333  Purchasing and Supply Chain Management (3) PR: Junior standing

MKTG 360  Special Topics in Marketing (1-3) PR: Junior standing, other pre-requisites depending on topic

MKTG 420  Independent Study (1-3) PR: Junior standing, written agreement with instructor and chair

MKTG 444  Marketing Internship (3) PR: Senior standing and declared major in the School of Business

TRAN 312  Global Logistics (3) PR: Junior standing, ECON 200, 201

Notes:

- Students majoring in Marketing may not double major in Business Administration.
- The business and accounting programs offered by the School of Business is accredited by The Association to Advance Collegiate Schools of Business (AACSB).