

MARKETING MAJOR

Lower-Division Preparation for the Major (22-23 Units)

- ACCT 201 Principles of Financial Accounting
- ACCT 202 Principles of Managerial Accounting
- ECON 101 Principles of Microeconomics
- ECON 102 Principles of Macroeconomics
- ECON 216 Quantitative Business Analysis
- ITMG 100 Information Systems
- MATH 130 Survey of Calculus
- or MATH 150 Calculus I

Note: Student must have completed 60 units to take upper-division courses.

Upper-Division Business Component for the Major (24 Units)

- DSCI 300 Management Science
- DSCI 303 Operations Management
- ETLW 302 Business and Society
- ETLW 311 Business Law I
- FINA 300 Financial Management
- MGMT 300 Organizational Behavior
- MGMT 490 Strategic Management
- MKTG 300 Fundamentals of Marketing

Marketing Component for the Major (15 Units)

Required courses (6 units):

- MKTG 490 Marketing Strategy, and

One of the following:

- MKTG 410 Marketing Research or
- MKTG 420 Consumer Behavior

Elective courses (9 units):

- MKTG 301 Services Marketing
- MKTG 302 Sports Marketing
- MKTG 303 Internet Marketing
- MKTG 305 International Marketing
- MKTG 330 Personal Selling
- MKTG 350 Advertising
- MKTG 355 Public Relations
- MKTG 410 Marketing Research
- MKTG 420 Consumer Behavior
- MKTG 465 Retailing
- MKTG 480 Advanced Marketing Project
- Any pre-approved elective, which may include a BUSN 498 internship.

An internship in marketing is recommended.

Residency Requirements: The marketing major requires that a minimum of 24 upper-division units in the major be completed at USD, of which 12 units must be in marketing.