MKTG
MAJOR REQUIREMENTS

CORE COURSES: 21 CREDIT HOURS
- MATH 104 or MATH 250: Elementary Statistics / Statistics
- MATH 105 or MATH 120: Calculus for Business and Social Sciences / Calculus
- ECON 200: Principles of Microeconomics
- ECON 201: Principles of Macroeconomics
- ACCT 203: Financial Accounting
- ACCT 204: Managerial Accounting
- DSCI 232: Business Statistics

MAJOR REQUIREMENTS: 30 CREDIT HOURS
- BLAW 205: Legal Environment of Business
- MGMT 301: Management and Organizational Behavior
- MKTG 302: Marketing Concepts
- FINC 303: Business Finance
- INFM 220: Management Information Systems
- DSCI 304: Production and Operations Management
- MKTG 320: Marketing Research
- MKTG 315: Managerial Marketing
- MKTG 329: Consumer Behavior
- MKTG 425: Strategic Marketing Management

MAJOR ELECTIVES: 12 CREDIT HOURS
Students must also complete twelve hours of coursework from this list: Any 300 or 400-level marketing courses.
- MKTG 309: Marketing Study Abroad
- MKTG 326: International Marketing
- MKTG 328: Retailing Management
- MKTG 330: Advertising
- MKTG 334: Integrated Marketing Communications
- MKTG 337: Sports Marketing
- MKTG 345: Digital and Social Media Marketing
- MKTG 348: Brand Management
- MKTG 355: Marketing and Society
- MKTG 360: Special Topics in Marketing
- MKTG 399: Marketing Tutorial
- MKTG 420: Independent Study
- MKTG 444: Marketing Internship
- MKTG 499: Bachelor’s Essay

*NOTE:
1 - Students majoring in Marketing may not double major in Business Administration
2 - Courses within this major may also satisfy general education requirements. Please consult https://catalog.cofc.edu/for more information.

Alumni Spotlight

“I initially enrolled in beginning marketing classes as an undeclared major without any inclination of what my future career in business would look like. After building a relationship with my first marketing professor, I quickly realized I was in the right place.

In the School of Business, I collaborated on simulation projects running my own business, took classes from Marketing executives who provided real-life examples, and built key relationships with incredible professors that ultimately led to the completion of my Honors thesis and a job after graduation. The School of Business allowed me to discover my passion, provided the tools to make my dream job a reality, and laid the foundations for my future career.”

Mary Kate Bowers ’18
Category Coordinator
Le Creuset