**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.

"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."

Alumni Spotlight
Mary Kate Bowers ‘18
Category Coordinator
Le Creuset
Required catalog year 2020-2021

Marketing Major Critical Path

* The department recommends completion of MKTG 320, MKTG 329 and 1 MKTG elective prior to enrolling in capstone.