

MARKETING MAJOR (M)

The Marketing program covers a wide variety of areas, from an understanding of consumer audiences and product design to packaging and pricing all the way through advertising, selling and distribution, finally ending with the promotion of a product or service. Students will engage in public relations, digital marketing, web design and maintenance and learn how to ethically engage with the public.

Program Learning Outcomes

By fulfilling all of the course requirements for the Bachelor's of Science in Marketing, students will be able to:

1. Identify target markets.
2. Analyze target market needs.
3. Develop products and services attuned to target market needs.
4. Prepare a comprehensive communications plan to reach the target market.
5. Prepare a distribution plan to bring product to target market.
6. Price product to cover costs and meet return objectives.
7. Prepare a comprehensive marketing operational plan.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹		45
Major Requirements		63
Electives		12
Minor: Optional		
Total Hours		120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

Code	Title	Hours
Business Core		
<i>Required Core Courses</i>		
BUS 315	Business Statistics (counted in University Core)	
ECON 222	Macroeconomics (counted in University Core)	
COMM 105	Public Speaking (or COMM 201)	
COMM 201	Interpersonal Communication (or COMM 105)	
<i>Required Business Core Courses</i>		
ACCT 203	Financial Accounting	3
ACCT 223	Managerial Accounting	3
BUS 161	Business Essentials	3
BUS 210	Business Law I	3
BUS 355	Management Information Systems	3
BUS 399	Business Internship	3
BUS 453	Business Policy and Ethics (Business School Capstone)	3

ECON 231	Microeconomics	3
FIN 300	Principles of Finance	3
MGMT 130	Principles of Management	3
MGMT 336	Human Resource Management	3
MGMT 450	International Business	3
MKTG 131	Principles of Marketing	3
Required Courses		
MKTG 223	Public Relations	3
MKTG 304	Retail Management	3
MKTG 325	Promotion & Advertising	3
MKTG 345	E-Commerce	3
MKTG 422	Marketing Management	3
MKTG 426	Marketing Research	3
MKTG 440	International Marketing	3
GD 110	Graphic Design I	3
Total Hours		63