BACHELOR OF SCIENCE IN BUSINESS - MARKETING

MARKETING CURRICULUM REQUIREMENTS
A GRADE OF C OR BETTER IS REQUIRED IN COURSES DESIGNATED WITH AN ARROW (▲)

EIU General Education Curriculum:
- ENG 1001G - College Composition I
- ENG 1002G - College Composition II
- CMN 1310G - Introduction to Speech Communication
- MAT 2120G - Finite Mathematics
- ECN 2801G - Principles of Macroeconomics
- ECN 2802G - Principles of Microeconomics

Critical Thinking & Quantitative Reasoning (CTQR): Course:
CTQR Course Options: CMN2040, ECN3450, GEO3810, MAT2110G, MIS3505, OSC3800, OSC4820, PHI1900G, PHI1990G

Students also must fulfill the University foreign language requirement (two courses in a single foreign language) unless exempt based on high school course work.

Business Core Curriculum (prerequisites required):
- BUS 1000 - Introductory Business Seminar
- BUS 1950 - Computer Concepts and Applications for Business
- BUS 2101 - Financial Accounting
- BUS 2102 - Managerial Accounting (BUS2101)
- BUS 2750 - Legal & Social Environment of Business (ENG1002G)
- BUS 2810 - Business Statistics (BUS1950)
- BUS 3010 - Management & Organizational Behavior (60 hours)
- BUS 3200 - International Business (BUS2750, ECN 2801G, ECN2802G)
- BUS 3470 - Principles of Marketing (BUS2810, MAT2120G)
- BUS 3500 - Mgmt Information Systems (BUS1950, MAT2120G)
- BUS 3710 - Business Financial Mgmt (BUS2101, MAT2120G)
- BUS 3950 - Operations Mgmt (BUS2810, MAT2120G)
- BUS 4360 - Strategy and Policy (Capstone for Senior Year)

Marketing Core (requires BUS 3470):
- MAR 3720 - Consumer Behavior
- MAR 3860 - Marketing Research (BUS2810)
- MAR 3875 - Retail Management
- MAR 4470 - Professional Sales
- MAR 4700 - Marketing Strategies (MAR3720, MAR3860)

Marketing Electives (requires BUS 3470):
COMPLETE 4 FROM THE FOLLOWING COURSES
- MAR 3490 - Business to Business Marketing
- MAR 3560 - Social Media Marketing
- MAR 3780 - Promotion Management
- MAR 3970 - Study Abroad
- MAR 4100 - Special Topics in Marketing
- MAR 4275 - Internship in Marketing
- MAR 4400 - Services Marketing
- MAR 4480 - Sales Management (MAR4470)
- MAR 4490 - International Marketing
- MAR 4740 - Independent Study
- ENT 3300 - Foundations of Entrepreneurship (45 hrs)

Recommended Schedule of Classes

<table>
<thead>
<tr>
<th>FIRST SEMESTER</th>
<th>SECOND SEMESTER</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE</td>
<td>HRS</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>BUS 1000</td>
<td>2</td>
</tr>
<tr>
<td>BUS 1950</td>
<td>3</td>
</tr>
<tr>
<td>ENG 1001G</td>
<td>3</td>
</tr>
<tr>
<td>MAT 1271</td>
<td>3</td>
</tr>
<tr>
<td>CMN 1310G</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>14</strong></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>BUS 2101*</td>
<td>3</td>
</tr>
<tr>
<td>BUS 2750</td>
<td>3</td>
</tr>
<tr>
<td>ECN 2802G</td>
<td>3</td>
</tr>
<tr>
<td>General ed</td>
<td>3</td>
</tr>
<tr>
<td>General ed</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>BUS 3470*</td>
<td>3</td>
</tr>
<tr>
<td>BUS 3010</td>
<td>3</td>
</tr>
<tr>
<td>BUS 3200</td>
<td>3</td>
</tr>
<tr>
<td>BUS 3500</td>
<td>3</td>
</tr>
<tr>
<td>Elective</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td>BUS 3950</td>
<td>3</td>
</tr>
<tr>
<td>MAR 4470</td>
<td>3</td>
</tr>
<tr>
<td>MAR Elective</td>
<td>3</td>
</tr>
<tr>
<td>MAR Elective</td>
<td>3</td>
</tr>
<tr>
<td>Senior Seminar</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>15</strong></td>
</tr>
</tbody>
</table>

*Take these courses in this term to meet future prerequisites.

Marketing majors complete 9 semester hours of electives. Students who are exempt from MAT 1271 as a prerequisite to other math courses will complete an additional 3 semester hours of electives.

IT’S ALL ABOUT YOU. APPLY TODAY AT MY.EIU.EDU.