

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

FIRST SEMESTER		SECOND SEMESTER	
YEAR 1			
COURSE	HRS	COURSE	HRS
BUS 1000	2	ENG 1002G	3
BUS 1950	3	MAT 2120G	3
ENG 1001G	3	ECN 2801G	3
MAT 1271	3	General ed	3
CMN 1310G	3	General ed	4
Total	14	Total	16
YEAR 2			
COURSE	HRS	COURSE	HRS
BUS 2101*	3	BUS 2102	3
BUS 2750	3	BUS 2810	3
ECN 2802G	3	Elective/CTQR	3
General ed	3	General ed	3
General ed	3	General ed	3
Total	15	Total	15
YEAR 3			
COURSE	HRS	COURSE	HRS
BUS 3470*	3	BUS 3710	3
BUS 3010	3	MAR3875	3
BUS 3200	3	MAR 3720	3
BUS 3500	3	MAR 3860	3
Elective	3	Elective	3
Total	15	Total	15
YEAR 4			
COURSE	HRS	COURSE	HRS
BUS 3950	3	BUS 4360	3
MAR 4470	3	MAR 4700	3
MAR Elective	3	MAR Elective	3
MAR Elective	3	MAR Elective	3
Senior Seminar	3	Elective	3
Total	15	Total	15

*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.