Western Connecticut State University

MARKETING MAJOR

MARKETING ELECTIVES:

Select two (2) additional courses (6 Semester Hours) from courses listed below.

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Prerequisites</th>
<th>Semester Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 322</td>
<td>Retailing Management (Junior Standing and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 324</td>
<td>Marketing Channels Management (Junior Standing, MKT 301 and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 327</td>
<td>Direct/Interactive Marketing (MKT 30 and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 380</td>
<td>Customer Relationship Management and Database Marketing</td>
<td>(MKT 301, MIS 260, FIN 230 or another statistics course by permission of instructor and GPA ≥ 2.3)</td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 395</td>
<td>Advanced Advertising and Integrated Marketing Communications (Junior standing and MKT 315, or another integrated marketing communication course, permission of instructor, and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 398</td>
<td>Faculty Developed Study (GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 399</td>
<td>Student Developed Study (GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 411</td>
<td>E-commerce and Internet Marketing (MIS 260, MKT 301, Junior Standing and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 412</td>
<td>Product Development and Management (Junior Standing, MKT 301 and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 422</td>
<td>Global Marketing (Senior Standing, MKT 301 and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 455</td>
<td>Business Marketing (Junior Standing, MKT 301 and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
<tr>
<td>MKT 480</td>
<td>Selected Topics in Marketing (Junior Standing, MKT 301 or permission of instructor and GPA ≥ 2.3)</td>
<td></td>
<td>3 S.H.</td>
</tr>
</tbody>
</table>
**General education requirements at Western total 42 semester hours. In some instances, work toward a major program partially fulfills general education requirements. The remaining general education requirements for this program are shown above. 6/04, 7/04, 5/05, 5/08, 6/08, 6/09, 7/09, 6/13, 9/13**

### I. General Education Requirements (40 S.H. plus HPX)**

#### Communication Skills (3 S.H.)
- COM 160, 161 or 162
- Has completed one Writing Intensive (W) course
- **Humanities** (15 S.H. minimum, including 3 of 7 fields: Communication, Fine and Applied Arts - only 1 studio course accepted toward minimum - Foreign Language, Humanistic Studies, Literature, Philosophy, Western History)
- WRT 210W Managerial Writing

#### Social & Behavioral Sciences (12 S.H. minimum)
- PSY 100 Introduction to Psychology
- PS 104 World Governets, Economics & Cultures
- ECO 100 & 101 Macro/Microeconomics

#### Natural Sciences & Mathematics (10 S.H. minimum)
- MAT 118 or MAT 133 or MAT 135 or MAT 181
- Lab Sci.
- Elective

### II. BBA Core Requirements (30 S.H.)

- ACC 201 Fin. Accounting *(MAT 098 or approp. test score)*
- ACC 202 Managerial Accounting *(ACC 201, MAT 100, MIS 260 or basic knowledge of spreadsheet software)*
- FIN 230 Business Statistics *(MAT 100 or appropriate test score, MIS 260)*
- FIN 310 Principles of Finance *(ACC 201, FIN 230 or statistics course, ECO 100)*
- JLA 240 Commercial Law or ACC 340 Business Law I
- MGT 250 Organ. Behavior *(PSY 100 & W intensive course)*
- MGT 320 Operations Mgt. *(Jr. Standing; FIN 230)*
- MGT 415 Strategic Management *(Sr. Standing, GPA ≥ 2.3)*
- MIS 260 Info. Systems Concepts
- MKT 301 Principles of Marketing *(Soph. Standing)*

### III. Marketing Requirements (25 S.H.)

- MKT 310 Consumer Behavior *(Junior Standing, MKT 301 and FIN 230 or another statistics course, GPA ≥ 2.3)*
- MKT 315 Advertising and Integrated Marketing
- MKT 333 Sales Management *(Junior Standing, MKT 301, or Permission of Instructor, and GPA ≥ 2.3)*
- MKT 415 Marketing Research: Methods and Application *(Sr. Standing, MKT 301, FIN 230, or another statistics course and GPA ≥ 2.3)*
- MKT 490 Marketing Management: Analysis, Planning and Implementation *(Senior Standing and GPA ≥ 2.3)*

### IV. Free Electives+(25 S.H.)

*Note: At least 17 S.H. of the free electives must be non-business courses.

**Minimum of 122 S.H. including Phys. Ed. for BBA Degree**

### Office Admissions Evaluation of Transfer Credit

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>