

Integrated Studies - Marketing Emphasis, BA/BS

Marketing Emphasis Requirements

27 credits

Code	Title	Hours
Marketing Emphasis Requirements		
ISA 2010	Proficiency in Excel & SQL	3
ECON 2010	Micro Economics (SS, GC)	3
MKTG 3010	Marketing Principles (ALPP)	3
STAT 2040	Business Statistics	3
Complete 15 credits from the following:		
MKTG 3450	Consumer Behavior	3
MKTG 3500	Digital Marketing	3
MKTG 3515	Sales Management (ALPP)	3
MKTG 3550	Search Engine Optimization and Marketing	3
MKTG 3600	Services Marketing	3
MKTG 3900	Retail Management (ALPP)	3
MKTG 4100	Marketing Research	3
MKTG 4200	Entrepreneurial Marketing	3
MKTG 4300	International Marketing	3
MKTG 4500	Product Marketing	3
MKTG 4800	Marketing Strategy	3

Notes:

1. Students must select and complete two emphasis areas and INTS core requirements.
2. Marketing Emphasis may not be combined with Management & Operations Emphasis, or Management Emphasis.
3. Grade C- or higher in each emphasis area course required.