

# Marketing

## Major Checklist for the Professional Sales Sequence

In order to graduate, you must complete the following requirements PLUS business requirements:

- Meet College of Business Minimum Standards for Progress
- Earn Cs in ALL your **required** business classes
- Complete General Education Requirements (General Education OR Associate's of Arts/Science OR I.A.I. – transfer general education)
- Earn at least 120 hours toward graduation
- Earn a minimum of 42 senior college hours (at the 200 level or above)
- Complete Global Studies Requirement

### BUSINESS CORE REQUIREMENTS (44 hours)

✓	COURSE #	COURSE TITLE	CREDIT HOURS
	MS COMP	Microsoft Competency – Choose from ITK 150 or ACC 167 & ACC 168	2-3
	ACC 131	Financial Accounting	3
	ACC 132	Managerial Accounting (ACC 131)	3
	ACC 270	Information Systems in Organizations (MS Comp, Stats, ACC 132)	3
	ECO 105	Principles of Economics	4
	MQM 100	Statistical Reasoning (MAT 120 or 121 or 144 or 145) (May also substitute ECO 138)	3
	BUS 100	Enterprise	3
	MAT 121	Applied Calculus (MAT 120) (May also substitute MAT 145)	4
	ENG 145.13	Language and Composition II: Writing for Business (ENG 101)	3
	FIL 185	Legal, Ethical, Social Environment of Business (45 hours, ECO 105)	3
	FIL 240	Business Finance (60 hours, ECO 105, ACC 132, Stats)	3
	MKT 230	Intro to Marketing Management (60 hours, ECO 105)	3
	MQM 220	Business Organization & Management (60 hours, ECO 105)	3
	MQM 227	Operations Management (60 hours, ECO 105, ACC 132, Stats)	3
	MQM 385	Organizational Strategy (90 hrs, ACC 270, FIL 185, FIL 240, MKT 230, MQM 220, MQM 227)	3

### REQUIRED MAJOR COURSES = 3 COURSES/9 HOURS

	MKT 231	Buyer Behavior (C or better in MKT 230)	3
	MKT 232	Marketing Research (C or better in MKT 230, Stats)	3
	MKT 338	Strategic Marketing Management (C or better in MKT 231 & MKT 232)	3

### REQUIRED SEQUENCE COURSES – 6 HOURS

	MKT 234	Personal Selling and Relationship Marketing (C or better in MKT 230)	3
	MKT 334	Sales Management (MKT 230, 231, 232, 234)	3

### PROFESSIONAL SALES ELECTIVES – CHOOSE 3 COURSES/9 HOURS

	MKT 287/299★	Independent Study/Honors Independent Study	3
	MKT 311	Marketing and Sales Forecasting (MKT 230, 231, 232)	3
	MKT 324	Advanced Professional Selling and Negotiations (MKT 230, 231, 232, 234)	3
	MKT 325	Key Account and Relationship Management (MKT 230, 231, 232, 234)	3
	MKT 326	Professional Sales Planning and Analysis (MKT 230, 231, 232, 234)	3
	MKT 329	Purchasing Policy and Procedures (C or better in MKT 230)	3
	MKT 339.11	Seminar in Marketing: Personal Selling in Non-Profit Organizations (MKT 230, 231, 232, 234)	3
	MKT 398.03★	Professional Practice: Intern/Coop in Professional Sales (MKT 230, 231, 232, 234)	3

★ ONLY 3 hours of these non-traditional courses may count toward Marketing major