

Marketing Degree beginning Fall 2023 Curriculum Information Sheet

Business Core		
Course	Credits	Notes and Prerequisites
33:010:275 Intro. to Managerial Accounting	3	<i>pre-req: 33:010:272</i>
33:011:301 Foundations for Your Career Journey 33:011:302 Building Your Brand 33:011:303 Conquering Your Transition	3	<i>1 credit per course</i>
33:136:370 Management Information Systems OR 33:010:458 Accounting Information Systems	3	<i>33:010:458 required if double majoring in Accounting, pre-req for 33:010:458 is 33:010:272</i>
33:136:385 Statistical Methods in Business	3	
33:136:386 Operations Management	3	
33:140:320 Business Law I OR 33:522:334 Business Ethics	3	<i>33:140:320 required if double majoring in Accounting</i>
33:390:300 Financial Management	3	<i>Grade of B or higher required to take any additional Finance courses</i>
33:620:301 Intro to Management	3	
33:620:302 Management Skills	3	
33:620:492 Business Policy and Strategy	3	<i>pre-reqs: 33:390:300 or 33:390:310, 33:620:301, 33:630:301; senior year only</i>
33:630:301 Intro. to Marketing	3	
33:799:301 Intro. to Supply Chain Management	3	
Credit Total	36	

Required Marketing Courses		
Course	Credits	Notes and Prerequisites
33:630:385 Marketing Research	3	<i>pre-reqs: 33:136:385 & 33:630:301</i>
33:630:374 Consumer Behavior	3	<i>pre-req: 33:630:301</i>
33:630:452 Marketing Strategy and Decision Making	3	<i>pre-req: 33:630:385; senior year only</i>
Marketing elective*	3	
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Marketing elective*	3	
Marketing elective*	3	
Credit Total	21	

**please refer to the department website for a list of approved major electives*

Marketing Major Special Notes

- If you major in Accounting as your first, second or third major, you are required to take 33:010:458 Accounting Information System and 33:140:320 Business Law I. You will not earn credit for taking 33:136:370 Management Information System. You can earn credit towards graduation if you take 33:522:334 Business Ethics but it will not fulfill a major requirement.
- Students with more than one Business School major may only double count one RBS course between those majors.
- Beginning in the Fall 2023 semester, there will be an update to the Business Forum (33:011:300) course requirement. **If you have already taken Business Forum (33:011:300), and passed the course with a C or better, you will not need to complete, 33:011:301, 302, and 303.** If you anticipate graduating in January 2024, May 2024, or August 2024, you should plan to take the current one-semester, 2-credit version of Business Forum in either Fall 2023 or Spring 2024. If you enter RBS in the fall 2023 semester you will need to take the new three course sequence (**33:011:301, 302, and 303**). Students will not be able to take both the current version of Business Forum and one or more of the new courses and receive credit for both courses. If you have taken Business Forum, you should NOT take any of the new course offerings.