



Marketing Management

All undergraduate business students are required to take core courses, concentration courses related to their major, and allied courses, which take place outside of the Opus College of Business.

Business Core Courses

- ACCT 100 Principles of Accounting I
- BUSN 100 Business for the Common Good (2 credits)
- ENTR 100 Introduction to Entrepreneurship and Innovation (2 credits)
- ACCT 200 Principles of Accounting II (2 credits)
- BETH 300 Ethical Principles in Business (2 credits)
- BLAW 300 Law for Business Leaders I (2 credits)
- BUSN 200 Business Learning Through Service (0 credits)
- FINC 310 Core Financial Management (2 credits)
- MGMT 200 Working Skillfully in Organizations (2 credits)
- MKTG 200 Introduction to Marketing (2 credits)
- OPMT 300 Operations and Supply Chain Management (2 credits)
- Elective credits from undergraduate business courses (8 credits)

Concentration Courses

- MKTG 201 Application in Marketing
- MKTG 340 Marketing Research
- MKTG 370 Consumer Behavior
- MKTG 430 Marketing Management
- BUSN 202 MS Excel Business Applications *or* CISC 200 Intro to Computer Technology & Business Applications

Choose *three* of the following courses:

- MKTG 310 Professional Selling
- MKTG 320 Integrated Marketing Communications
- MKTG 330 International Marketing
- MKTG 350 Marketing Channels and Distribution
- MKTG 360 Omnichannel Retailing
- MKTG 375 Product Innovation and Marketing
- MKTG 380 Digital Marketing
- MKTG 385 Sport Marketing

- MKTG 390 Marketing Strategy
- MKTG 490 Topics

Allied Courses

- ECON 251 Principles of Macroeconomics
- ECON 252 Principles of Microeconomics
- STAT 220 Statistics I

Choose *one* of these math courses:

- MATH 101 Finite Mathematics
- MATH 109 Calculus with Review II
- MATH 111 Calculus for Business and Social Science
- MATH 113 Calculus I

Choose *one* of these classes:

COJO 100 Public Speaking
COJO 105 Communication in the Workplace
COJO 370 Intercultural Communication