

Name: _____

NORTH DAKOTA STATE UNIVERSITY

College of Business

Marketing

Fall 2012

ID: _____

General Education Requirements - 40 Credits Required					Pre- College of Business Requirements - 17 Credits Required				
Course	Number	Course Title	Credits	Grade	Course	Number	Course Title	Credits	Grade
First Year Experience (F)			1 Sem Credit		*ACCT ²	200	Elements of Accounting I	3	
BUSN	189 ¹	Skills for Academic Success	1		*ACCT ²	201	Elements of Accounting II	3	
Communication (C)			12 Sem Credits		*MATH ³	103	College Algebra	3	
*ENGL	110	College Composition I	3		*PHIL	216	Business Ethics	3	
*ENGL	120	College Composition II	3		*PSYC	111	Introduction to Psychology	3	
*COMM	110	Fund of Public Speaking	3		*STAT	331	Regression Analysis	2	
ENGL	320	Business & Professional Writing	3		Pre-Marketing Requirements - 7 Credits Required				
Quantitative Reasoning (R)			3 Sem Credits		*MATH	146	Applied Calculus I	4	
*STAT	330	Introductory Statistics	3		*SOC	110	Introduction to Sociology	3	
Science & Technology (S)			10 Sem Credits		Non-Major Electives (7 Credits Minimum)				
*CSCI	116	Business Use of Computers	4						
		Co-requisite Lab	1						
Humanities & Fine Arts (A)			6 Sem Credits		***This curriculum guide should be used for advising purposes only. This is not an official record of your progress in the marketing major. Please go to Campus Connection>Degree Progress/Graduation>My Academic Requirements.				
			3						
			3						
Social & Behavioral Sciences (B)			6 Sem Credits		Admission into the Marketing Major: Students must successfully complete the pre-college and pre-marketing courses that are indicated with an asterisk (*), achieve junior standing (60 credits), and earn a 2.50 institutional cumulative grade point average. Students must submit an application to the College of Business, Student Service Center, Barry Hall.				
*ECON	201	Principles of Microeconomics	3						
*ECON	202	Principles of Macroeconomics	3						
Wellness (W)			2 Sem Credits		Admission to the marketing major is required to enroll in the advanced 300 or 400 level courses in the College of Business.				
			2						
Cultural Diversity (D)			3 Sem Credits		A grade of C or better is required in transfer courses accepted for ACCT 200 and 201 and all 300-400 level accounting, business administration, finance, management, management information systems, and marketing courses.				
			3						
Global Perspectives (G)			3 Sem Credits		A letter grade must be earned in any course that fulfills a major requirement.				
ECON	201 or 202	Principles of Micro/Macroeconomics	3						
<p>¹Students transferring in 24 or more credits do not need to take BUSN 189.</p> <p>²Denotes Common Body of Knowledge (CBK) course.</p> <p>³ A grade of B or better is required for admission into all professional majors in the College of Business. This requirement is waived, via substitution/waiver form, for students who place into Math 105 or higher on the math placement test.</p> <p>Only courses approved by the University Senate may be used to fulfill General Education Requirements. The list of approved and current General Education courses is available at www.ndsu.edu/registrar. Click on "General Education Requirements" under "Quick Links".</p>					<p>Total Credits Required for Graduation:</p>				
									126

MARKETING MAJOR COURSE REQUIREMENTS

A letter grade must be earned in any course that fulfills a major requirement.

Marketing Major Requirements - 55 Credits Required									
Required Courses for Marketing - 28 credits					Elective Requirements for Marketing Major (minimum 27 credits)				
Course	Number	Course Title	Credits	Grade	Course	Number	Course Title	Credits	Grade
FIN ²	320	Principles of Finance	3		12 credits of 300-400 level marketing courses				
MGMT ²	320	Foundations of Management	3		MRKT			3	
MRKT ²	320	Foundations of Marketing	3		MRKT			3	
BUSN ²	430	Legal and Social Environment of Business	3		MRKT			3	
MRKT	410	Consumer Behavior	3		MRKT			3	
MRKT	450	Marketing Research	3		9 credits of 300-400 level courses from three of the following areas				
MRKT	460	Marketing Strategy	3		ACCT				
BUSN ²	489	Strategic Management (Capstone Course)	4		MGMT				
MIS ²	320	Management Information Systems	3		FIN				
Requirements for graduation are those in existence at the time of admission to the marketing major. Students must include one of the following international courses in their plan of study: BUSN 340, FIN 440, MGMT 440, or MRKT 440					MIS				
					Environment c		BUSN 318, 340, 341, 347, 383, 431, 432, 433, 440, 474		
					Additional 300-400 Level Electives Not Used to Satisfy Other Requirements (Minimum of 6 credits)				
Total Credits Required for Graduation:								126	

DEGREE REQUIREMENTS AND NOTES:

1. Students must complete all course and credit requirements for a major in marketing.
2. A 2.50 cumulative grade point average is required to enroll in 300-400 level accounting, business administration, finance, management, management information systems, and marketing courses. A letter grade must be earned in any course that fulfills a major requirement.
3. Students must earn a 2.50 institutional GPA to graduate.
4. Of the credits completed in residence **at least 30 credits** must be in 300-400 level accounting, business administration, finance, management, management information system and marketing courses.
5. Students must be accepted to the marketing major prior to the completion of the last 30 credits in 300 and 400 level accounting, business administration, finance, management, management information system and marketing courses.
6. A Business Administration minor is NOT offered with this major.
7. For multiple majors within the College of Business, at least 15 unique credits of 300-400 level College of Business courses must exist between the majors.
8. Internship and cooperative education credits may be applied toward the total credits required for graduation as **non-major electives**.
9. Students should refer to the College of Business website, www.ndsu.edu/business for current and complete listing of the major requirements.