

Name: \_\_\_\_\_  
 ID: \_\_\_\_\_  
 CGPA: \_\_\_\_\_

**NORTH DAKOTA STATE UNIVERSITY**  
 College of Business  
**Marketing**

Requirement Term: **Fall 2019**

General Education Requirements - 39 Credits (Required)					Lower Division College of Business Requirements - 8 Credits (Required)				
Course	Number	Course Title	Credits	Grade	Course	Number	Course Title	Credits	Grade
Communication (C)			12 Sem Credits		*ACCT <sup>3</sup>	200	Elements of Accounting I	3	
*ENGL	110 <sup>1</sup>	College Composition I	4		*ACCT <sup>3</sup>	201	Elements of Accounting II	3	
*ENGL	120 <sup>1, 3</sup>	College Composition II	3		*STAT	331	Regression Analysis	2	
*COMM	110 <sup>3</sup>	Fund of Public Speaking	3		Lower Division Marketing Requirements - 10 Credits (Required)				
ENGL	320	Business & Professional Writing	3		*MATH	144 <sup>2, 3</sup>	Mathematics for Business	4	
Quantitative Reasoning (R)			3 Sem Credits		*PSYC	111 <sup>3</sup>	Introduction to Psychology	3	
*STAT	330	Introductory Statistics	3		*SOC	110 <sup>3</sup>	Introduction to Sociology	3	
Science & Technology (S)			10 Sem Credits		Non-Major Electives				
*MIS	116	Business Use of Computers	3						
		Co-requisite Lab							
Humanities & Fine Arts (A)			6 Sem Credits		<sup>1</sup> ACT Engl sub score of ≥ 18 will determine Engl placement and the awarding of credit. Refer to English placement guidelines for additional information. <sup>2</sup> Requires Math 103, Math 107, or placement. <sup>3</sup> Admission into the Marketing major: Students must successfully complete the following pre-college courses: <u>ENGL 120, COMM 110, ECON 201 or ECON 202, MATH 144, and PSYC 111 or SOC 110</u> AND <u>earn a 2.50 institutional grade point average.</u>				
*PHIL	216	Business Ethics	3						
Social & Behavioral Sciences (B)			6 Sem Credits		Admission to the marketing major is required to enroll in the advanced 300 or 400 level accounting, business administration, finance, management, management information systems, and marketing courses.				
*ECON	201 <sup>3</sup>	Principles of Microeconomics	3						
*ECON	202 <sup>3</sup>	Principles of Macroeconomics	3		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.				
Wellness (W)			2 Sem Credits						
					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 <a href="http://www.ndsu.edu/registrar">www.ndsu.edu/registrar</a> . Click on "General Education Requirements" under "Quick Links".				
Cultural Diversity (D)			3 Sem Credits						
					Total Credits Required for Graduation: 120				
Global Perspectives (G)			3 Sem Credits						
ECON	201/202	Principles of Micro/Macroeconomics							
*A grade of C or better for courses marked with an asterisk (*) is required for all professional majors in the College of Business.									
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.									

## MARKETING MAJOR COURSE REQUIREMENTS

Requirement Term: **Fall 2019**

Marketing Requirements - 27 Credits (Required)					Marketing Electives - 24 Credits (Minimum)				
Course	Number	Course Title	Credits	Grade	Students must include one of the following international courses in their plan of study: BUSN 340, BUSN 341, FIN 440, MGMT 440, or MRKT 440				
FIN <sup>4</sup>	320	Principles of Finance	3						
MGMT <sup>4</sup>	320	Foundations of Management	3						
MRKT <sup>4</sup>	320	Foundations of Marketing	3						
BUSN <sup>4</sup>	430	Legal and Social Environment of Business	3		Course	Number	Course Title	Credits	Grade
MRKT	410	Consumer Behavior	3		12 credits of 300-400 level marketing courses				
MRKT	450	Marketing Research	3		MRKT			3	
MRKT	460	Marketing Strategy	3		MRKT			3	
BUSN <sup>4</sup>	489	Strategic Management (Capstone Course)	3		MRKT			3	
MIS <sup>4</sup>	320	Management Information Systems	3		9 credits of 300-400 level courses from ACCT, BUSN, ENTR, FIN, MGMT, or MIS (includes courses cross-listed with CoB courses):				
Optional Supply Chain Management Track (12 credits): Requires MGMT 461, MGMT 462 ; plus <u>one</u> of the following: MGMT 360, MGMT 451, MRKT 430, MRKT 438, or AGE 378									
Students must earn a letter grade of C or better, and have a minimum 2.5 cumulative GPA, in ALL courses included in the professional program (including all required courses, elective requirements, and additional 300-400 level CoB electives or breadth electives).					300-400 level elective (3 credits): Can be external to the CoB and must be satisfied with a single 3 credit 300-400 level course. (Excludes ATHL credits and courses used to satisfy other requirements; includes courses cross-listed with CoB courses).				
								3	
4 Denotes Common Body of Knowledge (CBK) course.					Total Credits Required for Graduation: 120				

### DEGREE REQUIREMENTS AND NOTES:

- Students follow the published curricula for the major program of study from the semester/year of entrance in the College of Business to graduation, provided enrollment at NDSU has not been discontinued for more than one year. Students who change their major program of study are subject to meeting the curricular requirements in effect at the time the new major is declared.
- Business courses from programs that do not hold AACSB International accreditation cannot be used for major or minor requirements in the College of Business (CoB); such courses may be eligible for use as free electives.
- The CoB accepts a maximum of nine credits of non-NDSU 300-400 level business courses from AACSB programs with approval of the department.
- A grade of 'C' or better is required in transfer courses accepted for all CoB courses.
- Students must earn a 2.50 institutional GPA and complete all course and credit requirements to graduate with a major in Marketing.
- Admission into the Marketing major and a 2.50 cumulative grade point average is required to enroll in 300-400 level CoB courses. A letter grade must be earned in any course
- Students must be accepted to the Marketing major prior to the completion of the **last 30 credits** in 300 and 400 level CoB courses.
- Of the credits completed in residence, at least 30 credits must be in the 300-400 level CoB courses.
- A Business Administration minor is NOT offered with this major.
- 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.
- Students should refer to the College of Business website, [www.ndsu.edu/business](http://www.ndsu.edu/business), for current and complete listing of the major requirements.