Name:	NORTH DAKOTA STATE UNIVERSITY
ID:	College of Business

ECON 201 3 Principles of Microeconomics 3 pre-college courses: ENGL 120, COMM 110, ECON 201 or ECON 202, MATH 144, and PSYC 111 or SOC 110 AND earn a 2.50 institutional grade point average. Wellness (W) 2 Sem Credits Cultural Diversity (D) 3 Sem Credits Global Perspectives (G) 3 Sem Credits ECON 201/202 Principles of Micro/Macroeconomics 3 PSYC 111 or SOC 110 AND earn a 2.50 institutional grade point average. 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. 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 Requirements. The list of approved and current General Education courses is available.	CGPA:				Ma	arketing		Requirement Term:	Fall 2	Fall 2019	
Communication (C) 12 Sem Credits *ACCT3 200 Elements of Accounting I 3		General Education Requirements - 39 Credits (Required)				Lower Division College of Business Requirements - 8 Credits (Required)					
*ENGL 120 ¹⁻³ College Composition I 4 *ACCT³ 201 Elements of Accounting II 3 *STAT 331 Regression Analysis 2 *COMM 110 ³ Fund of Public Speaking 3 *Cover Division Marketing Requirements - 10 Credits (Required) ENGL 320 Business & Professional Writing 3 *MATH 144 ²⁻³ Mathematics for Business 4 *Quantitative Reasoning (R) 3 *Sem Credits *PSYC 111 *3 Introduction to Psychology 3 *STAT 330 Introductory Statistics 3 *Socience & Technology (S) *To Sem Credits *Socience & Technology (S) *To Sem Credits *PHIL 216 Business Use of Computers 3 *Non-Major Electives *Non-Major Electives *PHIL 216 Business Ethics 3 **Regires Math 103, Math 107, or placement and the awarding of credit. *Refer to English placement guidelines for additional information. *Requires Math 103, Math 107, or placement. *Requires Math 103, Math 107, or placement. *PSYC 110 *SOC 110 *AND earn a 2.50 institutional grade point average. *Wellness (W) **2 Sem Credits **PSYC 110 *SOC 110 *AND earn a 2.50 institutional grade point average. *Admission to the marketing major: s required to enroll in the advanced 300 or 400 level accounting, business administration, finance, management information systems, and marketing courses. *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 majors. Please go to Campus Connection*Degree** 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** 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** 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**	Course	Number	Course Title	Credits	Grade	Course	Number		Credits	Grade	
*ENGL 120 1-3 College Composition II 3 **STAT 331 Regression Analysis 2 **COMM 110 3 Fund of Public Speaking 3 **Lower Division Marketing Requirements - 10 Credits (Required) ENGL 320 Business & Professional Writing 3 **MATH 144 **5 Mathematics for Business 4 **Quantitative Reasoning (R) **STAT 330 Introductory Statistics 3 **Sem Credits **PSYC 111 **3 Introduction to Psychology 3 **Socience & Technology (S) **10 Sem Credits **Non-Major Electives **MIS 116 Business Use of Computers 3 **Soc 110 **Soc	Communi	Communication (C)		12 Sem Credits		*ACCT3	200	Elements of Accounting I	3		
FCOMM 1103 Fund of Public Speaking 3 Lower Division Marketing Requirements - 10 Credits (Required) FNGL 320 Business & Professional Writing 3 *MATH 144.2.3 Mathematics for Business 4 Quantitative Reasoning (R)			College Composition I	4		*ACCT3	201	Elements of Accounting II	3		
ENGL 320 Business & Professional Writing 3 *MATH 144 * 2 * Mathematics for Business 4			- 17	3							
Quantitative Reasoning (R) 3 Sem Credits *PSYC 111 ³ Introduction to Psychology 3 "STAT 330 Introductory Statistics 3 *SOC 110 ³ Introduction to Sociology 3 Science & Technology (S) 10 Sem Credits Non-Major Electives *MIS 116 Business Use of Computers 3 Non-Major Electives *MIS 116 Business Use of Computers 3 Non-Major Electives *PHIL 216 Business Ethics 3 Refer to English placement guidelines for additional information. *Social & Behavioral Sciences (B) 6 Sem Credits Requires Math 103, Math 107, or placement. *ECON 201 ³ Principles of Microeconomics 3 Principles of Microeconomics *ECON 202 ³ Principles of Macroeconomics 3 PSYC 111 or SOC 110 AND earn a 2.50 institutional grade point average. *Wellness (W) 2 Sem Credits Admission to the marketing major is required to enroll in the advanced 300 or 400 level accounting, business administration, finance, management, management, management information systems, and marketing courses. Global Perspectives (G) 3 Sem Credits ECON 201/202 Principles of Micro/Macroeconom	*COMM	1110	. ,,								
Science & Technology (S) 10 Sem Credits *MIS 116 Business Use of Computers 3 Co-requisite Lab Humanities & Fine Arts (A) *PHIL 216 Business Ethics 5 Social & Behavioral Sciences (B) *ECON 201³ Principles of Microeconomics *ECON 202³ Principles of Macroeconomics 5 Sem Credits *BECON 201² Principles of Microeconomics 5 Sem Credits *Cultural Diversity (D) 5 Coltredits *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 10 Sem Credits 8 SOC 110³ Introduction to Sociology Non-Major Electives				_				Mathematics for Business			
Science & Technology (S) *MIS 116 Business Use of Computers 3		7		3 Sem C	redits			1 1/1			
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Co-requisite Lab				10 Sem (Credits	Non-Major Electives					
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systems, and marketing courses. 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 systems, and marketing courses. A grade of C or better is required in transfer courses accepted for ACCT 200 and all 300-400 level accounting, business administration, finance, management, management information systems, and marketing courses. Only courses approved by the University Senate may be used to fulfill General Education Requirements. The list of approved and current General Education Requirements www.ndsu.edu/registrar. Click on "General Education Requirements" under "Quick Links"						Admission to the marketing major is required to enroll in the advanced 300 or 400 lev				level	
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professional majors in the College of Business. 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 www.ndsu.edu/registrar. Click on "General Education Requirements" under "Quick Links"	ECON	201/202	Principles of Micro/Macroeconomics			201 and all 300-400 level accounting, business administration, finance,					
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110/0"					www.ndsu.edu/registrar. Click on "General Education Requirements" under "Quick						
					intection Degree		Links".				
Total Credits Required for Graduation: 120	1 rogress/ Graduation/ My Academic Requirements.							Total Credits Required for Graduation:	12	.0	

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 includ	de one of the following international course	s in their	nlan of
FIN ⁴	320	Principles of Finance	3		Students must include one of the following international courses in their pla study: BUSN 340, BUSN 341, FIN 440, MGMT 440, or MRKT 440				
MGMT ⁴	320	Foundations of Management	3						
MRKT^{4}	320	Foundations of Marketing	3		Course	Number	Course Title	Credits	Grade
BUSN 4	430	Legal and Social Environment of Business	3			12 (credits of 300-400 level marketing courses		
MRKT	410	Consumer Behavior	3		MRKT			3	
MRKT	450	Marketing Research	3		MRKT			3	
MRKT	460	Marketing Strategy	3		MRKT			3	
BUSN 4	489	Strategic Management (Capstone Course)	3		MRKT			3	
MIS ⁴	320	Management Information Systems	3		9 credit	s of 300-400	level courses from ACCT, BUSN, ENTR, FIN, I	MGMT, o	r MIS
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 AGEC 378			(includes courses cross-listed with CoB courses):						
	MGM1 300, MGM1 431, MKK1 430, MKK1 438, OF AGEC 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:

- 1. 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.
- 2. 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.
- 3. The CoB accepts a maximum of nine credits of non-NDSU 300-400 level business courses from AACSB programs with approval of the department.
- 4. A grade of 'C' or better is required in transfer courses accepted for all CoB courses.
- 5. Students must earn a 2.50 institutional GPA and complete all course and credit requirements to graduate with a major in Marketing.
- 6. 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
- 7. Students must be accepted to the Marketing major prior to the completion of the **last 30 credits** in 300 and 400 level CoB courses.
- 8. Of the credits completed in residence, at least 30 credits must be in the 300-400 level CoB courses.
- 9. A Business Administration minor is NOT offered with this major.
- 10. 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.
- 11. Students should refer to the College of Business website, www.ndsu.edu/business, for current and complete listing of the major requirements.