

# MAJOR IN BUSINESS ADMINISTRATION - MARKETING

## Requirements

Students in the Marketing Concentration complete the major in Business Administration and 24 units of Marketing requirements. No more than 6 units of upper (300-400) level Marketing courses may be taken as part of Study Abroad / Away.

This is a screened program. Please see the admission requirements for additional information.

## Requirements for all Business Administration Majors

Code	Title	Units
<b>Courses Required for Admission to Major</b>		
ACCT 201	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ECON 201	MICROECONOMIC PRINCIPLES	3
or ECON 203	HONORS MICROECONOMIC PRINCIPLES	
ECON 202	MACROECONOMIC PRINCIPLES	3
or ECON 204	HONORS MACROECONOMIC PRINCIPLES	
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS	3
MATH 211	CALCULUS FOR APPLICATIONS	3-4
or MATH 273	CALCULUS I	
Select one of the following:		3
ECON 205	STATISTICS FOR BUSINESS AND ECONOMICS I	
MATH 231	BASIC STATISTICS	
or MATH 233	HONORS BASIC STATISTICS	
Admission to the BUAD major requires a grade of C or higher in the six courses required for admission.		
<b>Required Business Courses (open to Pre-BUAD majors)</b>		
ACCT 202	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
BUSX 301	BUSINESS COMMUNICATIONS	4
EBTM 250	PROBLEM SOLVING IN BUSINESS I	1
EBTM 251	PROBLEM SOLVING IN BUSINESS II	1
EBTM 337	ENTERPRISE INFORMATION SYSTEMS	3
FIN 331	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKTG 341	PRINCIPLES OF MARKETING	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3
<b>Required Business Courses (open to BUAD majors only)</b>		
BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 350	BUSINESS ANALYTICS	3
EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT (must be taken at TU)	3

BUAD majors must also complete an approved concentration or track 21-24

**Total Units** 72-76

## Marketing Concentration Requirements

Code	Title	Units
<b>Marketing Concentration Required Courses</b>		
MKTG 411	DIGITAL MARKETING	3
MKTG 425	CONSUMER BEHAVIOR ANALYSIS	3
MKTG 431	MARKETING ANALYTICS	3
MKTG 441	MARKETING RESEARCH	3
MKTG 451	PROFESSIONAL SELLING	3
MKTG 485	STRATEGIC MARKETING	3
<b>Marketing Concentration Elective</b>		
Select two from the following:		6
MKTG 345	MANAGING INTEGRATED MARKETING COMMUNICATIONS	
MKTG 347	SERVICES MARKETING	
MKTG 350	ENTREPRENEURIAL MARKETING	
MKTG 361	MARKETING FOR NON-PROFIT ORGANIZATIONS	
MKTG 381	SUSTAINABLE MARKETING	
MKTG 412	ADVANCED DIGITAL MARKETING	
MKTG 445	GLOBAL MARKETING	
MKTG 452	ADVANCED SELLING AND SALES MANAGEMENT	
MKTG 470	SPECIAL TOPICS IN MARKETING	
MKTG 491	DIRECTED READINGS	
MKTG 494	MARKETING STUDY ABROAD	
MKTG 495	INDEPENDENT RESEARCH	
MKTG 497	MARKETING INTERNSHIP	
<b>Total Units</b>		<b>24</b>

## Four-Year Plan of Study

### Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

#### Freshman

Term 1	Units	Term 2	Units
ECON 201 or 203 (Core 6)	3	ECON 202 or 204	3
Prerequisite for MATH 211 or MATH 273 (Core 3)	3	MATH 211 (may substitute MATH 273)	3
Core 1 (or Core 2)	3	Core 2 (or Core 1)	3
Core 5	3	Core 10	3
Core 12	3	Elective	3
<b>15</b>		<b>15</b>	

#### Sophomore

Term 1	Units	Term 2	Units
ACCT 201	3	ACCT 202	3

ECON 205 or MATH 231 (or MATH 233)	3 EBTM 250	1
LEGL 225 (Core 11)	3 EBTM 251	1
Core 7	4 MKTG 341	3
Core 13	3 Core 4	3
	Core 8	4
	<b>16</b>	<b>15</b>
<b>Junior</b>		
<b>Term 1</b>	<b>Units Term 2</b>	<b>Units</b>
BUSX 301 (Core 9)	4 EBTM 365	3
EBTM 337	3 FIN 331	3
MKTG 425	3 MKTG 431	3
MKTG 451	3 Core 14	3
MNGT 361	3 Elective	3
	<b>16</b>	<b>15</b>
<b>Senior</b>		
<b>Term 1</b>	<b>Units Term 2</b>	<b>Units</b>
EBTM 350	3 BUSX 460	3
MKTG 411	3 MKTG 441	3
MKTG 485	3 MNGT 481	3
MKTG Elective	3 MKTG Elective	3
Elective	3 Elective	1
	<b>15</b>	<b>13</b>

Total Units 120

## Learning Outcomes Profile of a CBE Graduate

As a premier school of applied business learning, the College of Business and Economics prepares its graduates to achieve excellence in their professional careers. Rigorous academic studies and hands-on business experience—all subject to strict measures of performance—work in combination to **develop** the foundation for success, **connect** students with the professional community and **transform** students who will have a positive impact in and beyond Maryland.

Graduates of Towson University's College of Business and Economics will:

### Apply Business Knowledge in the Context of Professional Employment

- Demonstrate knowledge of business concepts and theories
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

### Communicate Properly and Effectively

- Write professional documents that provide audience-centric content, rhetorically appropriate organization and follow accepted conventions of design, style, grammar, punctuation and mechanics
- Make articulate and persuasive oral presentations

### Apply Critical Thinking and Problem-Solving Skills to Organizational Decision Making

- Conduct internal and external analyses of domestic and global organizations, formulate strategies and identify issues with implementing these strategies

- Practice creative ideation
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

### Use Technology Effectively in Business Settings

- Demonstrate competency in the use of analytical software
- Utilize state-of-the-practice software for business applications

### Work Effectively Toward Achieving Common Goals within Diverse Teams

- Guide teams, as leaders and followers, to achieve team goals while maintaining group cohesion, follower satisfaction and efficient operations
- Treat others with respect and show sensitivity to their views, values, cultures and customs

### Distinguish Between Ethical and Unethical Conduct in the Professional Lives

- Explain how ethical conduct of managers affects individuals' motivation and organizations' performance
- Apply ethics in business decision-making, considering the impact of ethical conduct on multiple stakeholders