

MAJOR IN BUSINESS ADMINISTRATION - MARKETING

Students in the Marketing Concentration complete the major in Business Administration and 24 units of Marketing requirements.

Requirements for all Business Administration Majors

Code	Title	Units
Courses Required for Admission to Major		18
ACCT 201 or ACCT 211	PRINCIPLES OF FINANCIAL ACCOUNTING HONORS ACCOUNTING PRINCIPLES I	3
ECON 201 or ECON 203	MICROECONOMIC PRINCIPLES HONORS MICROECONOMIC PRINCIPLES	3
ECON 202 or ECON 204	MACROECONOMIC PRINCIPLES HONORS MACROECONOMIC PRINCIPLES	3
LEGL 225	LEGAL ENVIRONMENT OF BUSINESS	3
MATH 211 or MATH 273	CALCULUS FOR APPLICATIONS CALCULUS I	3
Select one of the following:		3
ECON 205 MATH 231 or MATH 233	STATISTICS FOR BUSINESS AND ECONOMICS I BASIC STATISTICS HONORS BASIC STATISTICS	

Admission to the BUAD major requires an average GPA of 2.7 or higher in the eight courses required for admission. A grade of C or higher is required in each individual course.

Required Business Courses (open to Pre-BUAD majors)		20
ACCT 202 or ACCT 212	PRINCIPLES OF MANAGERIAL ACCOUNTING HONORS ACCOUNTING PRINCIPLES II	3
BUSX 301	BUSINESS COMMUNICATIONS	3
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
Required Business Courses (open to BUAD majors only)		12
BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 350	BUSINESS ANALYTICS	3
EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT	3

BUAD majors must also complete an approved concentration or track of between 21 and 24 units.

Marketing Concentration Requirements

Code	Title	Units
Marketing Concentration Required Courses		
MKTG 411	INTERACTIVE MARKETING	3
MKTG 425	CONSUMER BEHAVIOR ANALYSIS	3
MKTG 441	MARKETING RESEARCH AND FORECASTING	3
MKTG 445	GLOBAL MARKETING	3

MKTG 451 or MKTG 431	PERSONAL SELLING AND SALES MANAGEMENT ¹ MARKETING INFORMATION FOR DECISION MAKING	3
MKTG 485	STRATEGIC MARKETING	3

Electives

Two courses required: either two from Marketing Electives, or one from Marketing Electives and one from Approved Electives.

Marketing Electives (Select at least one):

MKTG 345	MANAGING INTEGRATED MARKETING COMMUNICATIONS	
MKTG 347	SERVICES MARKETING	
MKTG 349	PRODUCT MANAGEMENT	
MKTG 350	ENTREPRENEURIAL MARKETING	
MKTG 355	RETAIL MANAGEMENT	
MKTG 357	MARKETING CHANNELS	
MKTG 361	MARKETING FOR NON-PROFIT ORGANIZATIONS	
EBTM 419	SUPPLY-CHAIN MANAGEMENT	
MKTG 470	SPECIAL TOPICS IN MARKETING	
MKTG 497	MARKETING INTERNSHIP	

Approved Electives (Select up to one)

COMM 131	PUBLIC SPEAKING	
COSC 109	COMPUTERS AND CREATIVITY	
EBTM 310	INTRODUCTION TO ERP SYSTEMS	
ENR 110	CREATIVITY AND IDEA DEVELOPMENT	
MKTG 491	DIRECTED READINGS	
MKTG 494	MARKETING STUDY ABROAD	
MKTG 495	INDEPENDENT RESEARCH	
PSYC 101 or PSYC 102	INTRODUCTION TO PSYCHOLOGY HONORS INTRODUCTION TO PSYCHOLOGY	
THEA 101 or THEA 102	ACTING I HONORS ACTING I	

Total Units 24

¹ If both MKTG 451 and MKTG 431 are taken, the additional course can be applied as a Marketing Elective or Approved Elective.

Suggested Four-Year Plan

Based on course availability and student needs and preferences, the selected sequences will probably vary from those presented below. Students should consult with their adviser to make the most appropriate elective choices.

Freshman

Term 1	Units	Term 2	Units
ECON 201 or 203 (Core 6)		3 ECON 202 or 204	3
MATH 115 or 119 ¹		3 MATH 211 or 273 (Core 3)	3-4
Core 1 (or Core 2)		3 Core 2 (or Core 1)	3
Core 5		3 Core 10	3
Core 12		3 Core 11	3
		15	15-16

Sophomore

Term 1	Units	Term 2	Units
ACCT 201 or 211		3 ACCT 202 or 212	3
ECON 205 or MATH 231 (or MATH 233)		3 MKTG 341	3

LEGL 225	3 EBTM 250	1
Core 7	4 EBTM 251	1
Core 13	3 Core 4	3
	Core 8	4
	16	15
Junior		
Term 1	Units Term 2	Units
EBTM 337	3 EBTM 365	3
FIN 331	3 MKTG 451 or 431	3
MNGT 361	3 MKTG 445	3
MKTG 425	3 Core 14	3
BUSX 301 (Core 9)	3 Elective	3
	15	15
Senior		
Term 1	Units Term 2	Units
MKTG 485	3 MNGT 481	3
MKTG 411	3 BUSX 460	3
EBTM 350	3 MKTG 441	3
MKTG Elective	3 Approved Elective	3
Elective	3 Elective	3
	15	15

Total Units 121-122

¹ Prerequisite of MATH 211: qualifying score on the Math Placement Test or MATH 115 (recommended) or MATH 119.

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