MAJOR IN MARKETING

Requirements

Students majoring in Marketing complete the shared courses in Business Administration (46-47 units) and 24 units in the major.

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. Students will not be allowed to take majors only courses until they have successfully completed all of the PBUA courses and been admitted to their major. Please see the admission requirements for additional information.

Requirements for Business Majors*

Code	Title	Units
Courses Required for Admission to Business Majors		
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
Select one of the following:		3
ECON 205	STATISTICS FOR BUSINESS AND ECONOMICS I	
MATH 231	BASIC STATISTICS	
or MATH 233	HONORS BASIC STATISTICS	
Math Requirement [1]		**3-4**
Select one of the following (MATH 211 or higher is recommended for students studying Business Economics or Finance.):		
MATH 115	COLLEGE ALGEBRA	
MATH 211	CALCULUS FOR APPLICATIONS	
MATH 273	CALCULUS I	
Admission to the business majors requires a grade of C or higher in the six courses required for admission.		
Required Business Courses (open to pre majors)		
ACCT 202	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
BUSX 301	BUSINESS COMMUNICATIONS	4
EBTM 300	PROBLEM SOLVING IN BUSINESS	3
FIN 331	PRINCIPLES OF FINANCIAL MANAGEMENT	3
MKTG 341	MARKETING AND CREATIVITY	3
or MKTG 342	HONORS MARKETING & CREATIVITY	
MNGT 361	LEADERSHIP AND MANAGEMENT	3
Required Business Courses (open to majors only)		
BUSX 460	PROFESSIONAL EXPERIENCE	3
EBTM 365	PRINCIPLES OF OPERATIONS MANAGEMENT	3
MNGT 481	STRATEGIC MANAGEMENT (must be taken at TU)	3
Business major, concentration or track		21-24
Total Units		**67-71**

* Business majors include majors in Business Administration, Business Analytics, Business Economics, Business Systems and Processes, Finance, Financial Planning, Marketing, and Project Management.

[1] MATH 115, MATH 117, MATH 119, MATH 211, MATH 273, or MATH 274 may be used to satisfy the Mathematics requirement.

Marketing Major Requirements

Code	Title	Units
Marketing Required Courses		
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
Marketing Electives		
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	SALES LEADERSHIP	
MKTG 453	ADVANCED PROFESSIONAL SELLING	
MKTG 454	SALES INNOVATION & TECHNOLOGY	
MKTG 470	SPECIAL TOPICS IN MARKETING	
MKTG 491	DIRECTED READINGS	
MKTG 494	MARKETING STUDY ABROAD	
MKTG 495	INDEPENDENT RESEARCH	
MKTG 497	MARKETING INTERNSHIP	
Total Units		**24**

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 202 or 204	3 ECON 201 or 203	3
Prerequisite for MATH 115	3 MATH 115 (Core 3)	3
Core 1 (or Core 2)	3 Core 2 (or Core 1)	3
Core 5	3 Core 4 (different discipline from Core 5)	3
Core 10	3 Core 7	4
	15	**16**

Sophomore

Term 1	Units	Term 2	Units
ACCT 201	3	ACCT 202	3
ECON 205 or MATH 231 (or MATH 233)	3	MKTG 341	3
LEGL 225 (Core 11)	3	MNGT 361	3
EBTM 300	3	Core 8 (different discipline from Core 7)	3
Core 12	3	Core 13	3
	15		**15**

Junior

Term 1	Units	Term 2	Units
BUSX 301 (Core 9)	4	EBTM 365	3
FIN 331	3	MKTG 411	3
MKTG 425	3	MKTG 431	3
MKTG 451	3	Core 14 (MNGT 282 Recommended)	3
Elective	3	Elective	3
	16		**15**

Senior

Term 1	Units	Term 2	Units
MKTG 441	3	BUSX 460	3
MKTG Elective	3	MKTG 485	3
MNGT 481	3	MKTG Elective	3
Elective	3	Elective	3
Elective	3	Elective	1
	15		**13**

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 practices
- Successfully complete a quality, mentored, reflective professional experience in preparation for future employment

Communicate Properly and Effectively

- Develop and deliver professional communications appropriate to audience, purpose, and medium, demonstrating clarity, coherence, and professional tone across diverse business contexts

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

- Formulate strategies, and identify issues with implementing these strategies
- Develop comprehensive, justified conclusions that result from systematic application of relevant information and decision criteria to decision alternatives within a realistic organizational decision context

Practice Creative Thinking

- Practice creative ideation

Use Technology Effectively in Business Settings

- Demonstrate capability in using analytical and AI-driven software tools to support decision-making and problem-solving

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

- Determine how ethical conduct of managers affects individuals' motivation and organizations' performance
- Demonstrate knowledge of the ethics and responsible use of AI