

**BACCALAUREATE COUNCIL
First Meeting/2021-22 Academic Year
September 9, 2021**

SECTION A – Recorded for inclusion in the 2022-23 Undergraduate Catalog p. 1 of 1

COLLEGE OF BUSINESS

Department of Marketing

Other catalog change 2021-2022 Online Undergraduate Catalog [LINK](#)

CBUS21.22.18.20.20.02

Marketing (B.S.)

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Foundations of Business Courses and Business Core Courses (49-52)

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Requirements in Department (~~24~~) **(25)**

- MKTG 99 - Portfolio Credits: 0
- MKTG 325 - Buyer Behavior Credits: 3
- MKTG 350 - Principles of Selling Credits: 3
- MKTG 370 - Principles of Digital Marketing Credits: 3
- **MKTG 395 - Career Planning in Marketing Credits:1**
- MKTG 443 - Marketing Research Credits: 3
- MKTG 495 - Marketing Strategy Credits: 3
MKTG 495 is a writing infused course

Electives in marketing, which could include UBUS 485, or one of the following areas of study (9)

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Requirement outside Department (3)

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TOTAL HOURS FOR A MAJOR IN MARKETING: ~~76-79~~ **77-80**

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TOTAL HOURS FOR ELECTIVES: ~~26-35~~ **25-34**

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TOTAL HOURS FOR A B.S. DEGREE IN BUSINESS MARKETING: 120

Rationale: A career course is currently required in every business major except for Marketing. This update will ensure Marketing is aligned with other programs in the College of Business.