

MARKETING

| Code | Title | Credit Hours |
|------------------------------|--|--------------|
| BADM-1020 | Introduction to Business | 3 |
| ECON-2000 | Principles of Microeconomics | 3 |
| PHIL-1020 | Introduction to Logic | 3 |
| Select one of the following: | | 3 |
| BADM-2010 | Business Communications | |
| BADM-201H | Honors Business Communications | |
| Select one of the following: | | 3 |
| ENG-1010 | College Composition I | |
| ENG-101H | Honors College Composition I | |
| MARK-1080 | Social Media Marketing | 3 |
| MARK-2010 | Principles of Marketing | 3 |
| BADM-1122 | Principles of Management and Organizational Behavior | 3 |
| Math-1XXX | Math-1000 level or higher | 3 |
| Select one of the following: | | 3 |
| ENG-1020 | College Composition II | |
| ENG-102H | Honors College Composition II | |
| Select one of the following: | | |
| COMM-1010 | Fundamentals of Speech Communication | |
| COMM-101H | Honors Speech Communication | |
| ACCT-1311 | Financial Accounting | 3 |
| ECON-2010 | Principles of Macroeconomics | 3 |
| MARK-2261 | Salesmanship and Promotional Strategies | 3 |
| MARK-2270 | Principles of Advertising | 3 |
| ACCT-1341 | Managerial Accounting | 3 |
| BADM-2151 | Business Law | 3 |
| MARK-2081 | Social Media Content Strategies and Analytics | 4 |
| MARK-2090 | Digital Marketing Design | 3 |
| Select one of the following: | | 3 |
| PHIL-2060 | Business Ethics | |
| PHIL-2020 | Ethics | |

Related Degrees and Certificates

- Social Media Marketing, Short-Term Certificate
- Marketing, Associate of Applied Business

Degrees and Certificates

- Business Management, Associate of Applied Business
- Business Management with a Concentration in Human Resources Management, Associate of Applied Business
- Business Management with a Concentration in Small Business Management, Associate of Applied Business
- Social Media Marketing, Certificate of Proficiency