DEGREE: Bachelor of Business Administration

MAJOR: Marketing

OPTION: Marketing
OPTION: Transportation and Physical Distribution Management
OPTION: Professional Golf Management

The marketing major forms the basis for management and operational careers in marketing management, advertising, market research, sales and sales management, transportation and physical distribution management, and retailing. The major is designed to allow a great deal of choice so the student may emphasize any one of these areas.

Most marketing majors enter into careers in business firms, although some find job opportunities in governmental and other nonprofit organizations. Still others become involved in owning and managing their independent companies. Opportunities in entrepreneurship and small business are expanding at a rapid pace.

Every candidate for this degree must fulfill the following requirements in addition to the general education and other foundation courses and the business core courses.

OPTION: Marketing

Major Courses (24 credits)
MKTG 310, Marketing Research, or MKTG 361, Physical Distribution Management ..........................................................3
MKTG 489, Strategy and Policy .................................................................3
Marketing electives: any six MKTG courses selected.................................18

Elective Courses (24 credits)
General electives (18 credits)–lower-or upper-division (of the 18 credits,
11 must be outside of CBA&E) .................................................................18
Viewing a Wider World (two courses from two colleges other than CBA&E,
from courses listed in General Education Requirements, Part III) ..............6
OPTION: Transportation and Physical Distribution Management

Major Courses (24 credits)
MKTG 310, Marketing Research .................................................................3
MKTG 361, Physical Distribution Management ...........................................3
MKTG 363, Business Logistics Planning .....................................................3
MKTG 460, Business Logistics Control .......................................................3
MKTG 489, Strategy and Policy ...................................................................3
Electives in marketing, upper division.......................................................9

Elective Courses (24 credits)
General electives (18 credits)—lower-or upper-division (of the 18 credits, 11 must be outside of CBA&E) .................................................................18
Viewing a Wider World (two courses from two colleges other than CBA&E, from courses listed in General Education Requirements, Part III) ........6

OPTION: Professional Golf Management

Major Courses (30 credits)
MKTG 180, PGM Freshman Orientation .....................................................3
MKTG 181, Level 1, PGA’s PGM Education Program (Part 1) ......................1.5
MKTG 280, Level 1, PGA’s PGM Education Program (Part 2)......................1.5
MKTG 281, Level 2, PGA’s PGM Education Program (Part 1)......................1.5
MKTG 310, Marketing Research .................................................................3
MKTG 311, Consumer Decision Processes ................................................3
MKTG 380, Level 2, PGA’s PGM Education Program (Part 2)......................1.5
MKTG 381, Level 3, PGA’s PGM Education Program (Part 1)......................1.5
MKTG 480, Level 3, PGA’s PGM Education Program (Part 2)......................1.5
MKTG 481, Final Experience ......................................................................3
Electives in Marketing, upper division.......................................................9

Other PGM Requirements (18 credits)
HORT 301, Introduction to Landscape Horticulture ....................................3
HORT 401, Turf Management......................................................................4
HRTM 362, Food Service Management .....................................................3
Viewing a Wider World (two courses from two colleges other than CBA&E, from courses listed in General Education Requirements, Part III) ........6
General electives to bring total number of credits to 128...........................2