

2023-2024 Catalog

Marketing

Bachelor of Business Administration & Master of Business Administration

Academic Department

Management/Marketing

Total undergraduate hours (114 minimum) and graduate hours (36 minimum): 150 Credit Hours Total

The marketing major prepares students for careers developing products and services to satisfy customers' needs and making them available through efficient distribution and optimal pricing strategies. It provides students with an understanding of fundamental concepts, principles, theories, tools and techniques in the following areas:

- Marketing management
- Product design and development
- Distribution
- Pricing
- Promotional techniques and strategies

Total Credits 102

Business Foundation Courses

Item #	Course Title		Credits
<input type="checkbox"/> ACCT 1341	Principles of Accounting I		3
<input type="checkbox"/> ACCT 1342	Principles of Accounting II	ACCT 1342 Prerequisite: ACCT 1341	3
<input type="checkbox"/> ECON 1331	Principles of Macroeconomics		3
<input type="checkbox"/> ECON 1332	Principles of Microeconomics		3
<input type="checkbox"/> MATH 1353	Mathematics for Economics and Business		3
<input type="checkbox"/> MATH 3332	Elementary Statistical Methods for Economics & Business		3
<input type="checkbox"/> MGMT 2347	Principles of Management		3
<input type="checkbox"/> MGMT 3320	Business Communications		3

Business Required Courses

Item #	Course Title		Credits
<input type="checkbox"/> DEIS 4333	Principles of Operations Management	DEIS 4333 Prerequisite: MATH 1353 OR 3332, and 50+ credit hours.	3
<input type="checkbox"/> ECON 3331	International Economics	ECON 3331 Prerequisites: ECON 1331, 1332	3
<input type="checkbox"/> FINA 3339	Corporate Finance	FINA 3339 Prerequisites: ECON 1332, ACCT 1341, MATH 1353, 3332 (Intl BBA may take MATH 2435 in lieu of other two MATH classes).	3

<input type="checkbox"/>	MGMT 3390	Management Information Systems		3
<input type="checkbox"/>	MGMT 4331	Business Law	MGMT 4331 Prerequisite: 50 Credit Hours	3
<input type="checkbox"/>	MKTG 3343	Principles of Marketing		3

Business Capstone

Take during final semester at UST

Item #	Course Title		Credits
<input type="checkbox"/> MGMT 4399	Senior Seminar	MGMT 4399 Prerequisites: Senior Standing; MGMT 3320, DEIS 4333, MGMT 3390, MGMT 4331, MGMT 2347, FINA 3339, and MKTG 3343.	3

Marketing Requirements

Item #	Course Title		Credits
<input type="checkbox"/> MKTG 3344	Marketing Applications	MKTG 3344 Prerequisites: MKTG 3343	3
<input type="checkbox"/> MKTG 3345	Consumer Behavior		3
<input type="checkbox"/> MKTG 3346	Advertising and Integrated Marketing Communications	MKTG 3346 Prerequisite: MKTG 3343	3
<input type="checkbox"/> MKTG 3351	Marketing Research	MKTG 3351 Prerequisites: MATH 1353, 3332; MKTG 3343	3

Marketing Electives

6 hours of marketing-related electives with approval of faculty advisor.

MBA Core Courses

Item #	Course Title		Credits
<input type="checkbox"/> ACCT 6313	Managerial Accounting and Decision Making	ACCT 6313 Pre/Corequisite: MBA 6307	3
<input type="checkbox"/> MBA 6315	Operations Management and Supply Chain	MBA 6315 Prerequisite: MBA 5903X	3
<input type="checkbox"/> FINA 6318	Financial Management	FINA 6318 Requisites: MBA 5903X and MBA 5904X	3
<input type="checkbox"/> MBA 6320	Marketing Strategy	MBA 6320 Pre/Corequisite: MBA 6307	3
<input type="checkbox"/> MBA 6322	Organizational Behavior	MBA 6322 Prerequisite: MBA 5907X	3
<input type="checkbox"/> MBA 6325	Ethical and Moral Business Management	MBA 6325 Prerequisite: MBA 5907X, MBA 5908X, MBA 5909X	3
<input type="checkbox"/> MBA 6311	Managerial Economics	MBA 6311 Prerequisite: MBA 5905X, MBA 5906X	3

<input type="checkbox"/>	MBA 6357	Management Information Systems	MBA 6357 Prerequisite: MBA 5907X	3
<input type="checkbox"/>	MBA 6370	Applied Strategic Management (Capstone Course)	MBA 6370 Prerequisite: To be taken in last 9 hours of MBA coursework.	3

MBA Marketing Concentration Courses

Choose three from the following:

Item #	Course Title		Credits
<input type="checkbox"/> MBA 6321	Marketing Applications and Research	MBA 6321 Prerequisite: MBA 6320	3
<input type="checkbox"/> MBA 6333	Seminar in Marketing	MBA 6333 Prerequisite: MBA 6320	3
<input type="checkbox"/> MBA 6355	Global Marketing	MBA 6355 Prerequisite: MBA 6320	3
<input type="checkbox"/> MBA 6360	E-Business Strategies	MBA 6360 Prerequisites: MBA 5907X, 5908X, 6307.	3
<input type="checkbox"/> MBA 6362	Entrepreneurship	MBA 6362 Prerequisite: MBA 5907X, MBA 5908X	3
<input type="checkbox"/> MBA 6366	Sustainable Sourcing Management	MBA 6366 Prerequisites: MBA 5907X, 5908X, 6307.	3