



## 2023-2024 Catalog

### Marketing

Bachelor of Business Administration

#### Program

Marketing

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 57**

#### 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	3
	ACCT 1342 Prerequisite: ACCT 1341	
<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	3
	DEIS 4333 Prerequisite: MATH 1353 OR 3332, and 50+ credit hours.	
<input type="checkbox"/> ECON 3331	International Economics	3
	ECON 3331 Prerequisites: ECON 1331, 1332	
<input type="checkbox"/> FINA 3339	Corporate Finance	3
	FINA 3339 Prerequisites: ECON 1332, ACCT 1341, MATH 1353, 3332 (Intl BBA may take MATH 2435 in lieu of other two MATH classes).	
<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.