Marketing

Department Information

• Department Location:
  Richard H. Barry Hall
• Department Phone:
  701-231-8651
• Department Web Site:
  www.ndsu.edu/business/departments/mm/ (http://www.ndsu.edu/business/departments/mm/)
• Credential Offered:
  B.S.
• Plan Of Study Sample:
  bulletin.ndsu.edu/programs-study/undergraduate/marketing/#planofstudytext (http://bulletin.ndsu.edu/programs-study/undergraduate/marketing/#planofstudytext)

Major Requirements

Major: Marketing

Degree Type: B.S.
Minimum Credits Required for Degree: 120

University Degree Requirements

1. Satisfactory completion of all requirements of the curriculum in which one is enrolled.
2. Earn a minimum total of 120 credits in approved coursework. Some academic programs exceed this minimum.
3. Satisfactory completion of the general education requirements as specified by the university.
4. A minimum institutional GPA of 2.00 based on work taken at NDSU.
5. At least 36 credits presented for graduation must be in courses numbered 300 or higher.
6. Transfer Students: Must earn a minimum of 60 credits from a baccalaureate-degree granting or professional institution.
   a. Of these 60, at least 36 must be NDSU resident credits as defined in #7.
   b. Within the 36 resident credits, a minimum of 15 must be in courses numbered 300 or higher and 15 credits in the major field of study.
7. At least 36 credits must be NDSU resident credits. Resident credits include credits registered and paid for at NDSU.

For complete information, please refer to the Degree and Graduation Requirements (http://bulletin.ndsu.edu/academic-policies/undergraduate-policies/degree-and-graduation/) section of this Bulletin.

University General Education Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>ENGL 110</td>
<td>College Composition I</td>
<td>3</td>
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<tr>
<td>ENGL 120</td>
<td>College Composition II</td>
<td>3</td>
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<tr>
<td>COMM 110</td>
<td>Fundamentals of Public Speaking</td>
<td>3</td>
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<tr>
<td></td>
<td>Upper Division Writing †</td>
<td>3</td>
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<td></td>
<td>Quantitative Reasoning (R) †</td>
<td>3</td>
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<td></td>
<td>Science and Technology (S) †</td>
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<tr>
<td></td>
<td>Humanities and Fine Arts (A) †</td>
<td>6</td>
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<tr>
<td></td>
<td>Social and Behavioral Sciences (B) †</td>
<td>6</td>
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<td></td>
<td>Wellness (W) †</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Cultural Diversity (D) ‡</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Global Perspectives (G) *‡</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>Total Credits</td>
<td>39</td>
</tr>
</tbody>
</table>
Marketing

* May be satisfied by completing courses in another General Education category.
† General education courses may be used to satisfy requirements for both general education and the major, minor, and program emphases, where applicable. Students should carefully review major requirements to determine if specific courses can also satisfy these general education categories.

A list of university approved general education courses and administrative policies are available here (http://bulletin.ndsu.edu/academic-policies/undergraduate-policies/general-education/#genedcoursestext).

## Major Requirements

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**Admission to the Professional Program Requirements**

- **COMM 110** Fundamentals of Public Speaking (May satisfy general education category C) 3
- **ECON 201** Principles of Microeconomics (May satisfy general education category B and G) 3
  - or **ECON 202** Principles of Macroeconomics 3
- **ENGL 120** College Composition II (May satisfy general education category C) 3
- **MATH 144** Mathematics for Business 4
- **PSYC 111** Introduction to Psychology 3
  - or **SOC 110** Introduction to Sociology 3

**Marketing Major Requirements**

- **ACCT 200** Elements of Accounting I 3
- **ACCT 201** Elements of Accounting II 3
- **TL 116** Business Software Applications 3
- **PHIL 216** Business Ethics (May satisfy general education category A) 3
- **STAT 330** Introductory Statistics (May satisfy general education category R) 3
- **STAT 331** Regression Analysis 2
- **ECON 201** Principles of Microeconomics (May satisfy general education category B and G) 3
  - or **ECON 202** Principles of Macroeconomics 3
- **PSYC 111** Introduction to Psychology 3
  - or **SOC 110** Introduction to Sociology 3
- **ENGL 320** Business and Professional Writing (May satisfy general education category C) 3

Admission to the Professional Program required prior to taking the following courses:

- **FIN 320** Principles of Finance 3
- **MGMT 320** Foundations of Management 3
- **MRKT 320** Foundations of Marketing 3
- **MIS 320** Management Information Systems 3
- **BUSN 430** Legal and Social Environment of Business 3
- **BUSN 489** Strategic Management (Capstone Course) 3
- **MRKT 410** Consumer Behavior 3
- **MRKT 450** Marketing Research 3
- **MRKT 460** Marketing Strategy 3

**Marketing Elective Courses (MRKT prefix) 300-400 Level** 12

- Select courses from current MRKT curriculum

**Marketing Elective Courses 300-400 Level** 9

- Select courses from within the CoB, Prefixes of BUSN, MGMT, FIN, ACCT, MIS, ENTR (includes courses cross-listed with CoB courses) as well as TL 320, TL 360, and TL 462.

**Marketing Elective Course 300-400 Level** 3

This 300-400 level elective can be external to the CoB and must be satisfied with a single 3-credit 300 - 400 level course. It cannot be used to satisfy other requirements (includes courses cross-listed with CoB courses)

At least one of the following international courses must be included in the plan of study and can count in one of the management 300-400 level elective areas:

- **BUSN 340** International Business
- **BUSN 341** Global Business Environment
Take the second course of the pair, which was not taken for admission to professional program.

Denotes Common Body of Knowledge (CBK) course.

**Degree Requirements and Notes:**

- Students follow the published curricula for the marketing program of study from the semester/year of entrance in the College of Business (COB) to graduation provided enrollment at NDSU has not been discontinued for more than one year. Students who change their major are subject to meeting the curricular requirements in effect at the time the new major is declared.
- Business courses from programs that do not hold AACSB International accreditation cannot be used for major or minor requirements in the (CoB); such courses may be eligible for use as free electives.
- The CoB accepts a maximum of nine credits of non-NDSU 300-400 level business courses from AACSB programs with approval of the department.
- Admission to the marketing major is required to enroll in the advanced 300 or 400 level courses in the CoB.
- A grade of ‘C’ or better is required in transfer courses accepted for all accounting, business administration, finance, management, management information systems, and marketing courses.
- No courses for the major may be taken with Pass/Fail grading.
- Requirements for graduation are those in existence at the time of admission to the marketing major.
- Students must earn a 2.50 institutional GPA to graduate.
- Of the credits completed in residence at least 30 credits must be in 300-400 level CoB courses.
- Students must be accepted to the marketing major prior to the completion of the last 30 credits in 300 and 400 level CoB courses.
- A Business Administration minor is NOT offered with this major.
- For multiple majors within the CoB, at least 15 unique credits of 300-400 level CoB courses must exist between the majors.
- Internship and cooperative education credits may be applied toward the total credits required for graduation as non-major electives or 300-400 level electives not used in pre-major categories.
- Student may choose to take the Supply Chain Management Track within the Marketing major:

### Supply Chain Management Track

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>TL 320</td>
<td>Integrated Supply Chain Management</td>
<td>3</td>
</tr>
<tr>
<td>TL 462</td>
<td>Modeling the Supply Chain</td>
<td>3</td>
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Select one of the following:

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<tbody>
<tr>
<td>TL 360</td>
<td>Operations Management</td>
</tr>
<tr>
<td>MGMT 451</td>
<td>Negotiation and Alternative Dispute Resolution</td>
</tr>
<tr>
<td>MRKT 430</td>
<td>Sales and Personal Selling</td>
</tr>
<tr>
<td>MRKT 438</td>
<td>Customer Relationship Management (CRM) and Sales Technology</td>
</tr>
<tr>
<td>AGEC 378</td>
<td>Introduction to Transportation &amp; Logistics</td>
</tr>
</tbody>
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