

ENTREPRENEURSHIP Concentration– Six Courses Required

MGT 345 Creativity and Innovation

MGT 465 New Venture Creation

MGT 483 Social Entrepreneurship

MGT 355 Legal & Financial Aspects of Entrepreneurship

Choose **two Entrep Electives** from: **FIN 370,MGT 347,356,462,MKT 350,381,384**

GENERAL BUSINESS MAJOR REQUIREMENTS **Nine courses required**
(Not all courses are available online each semester—contact Faculty Advisor for scheduling)

ACC 331 Taxation of Individuals

ECO 318 Managerial Economics

FIN 343 Money Markets & Financial Institutions

MGT 340 Organizational Behavior **(W)**

MGT 351 Human Resource Management

MKT 385 Services Marketing

Choose **three (3) General Business Electives** from the following: ECO 330, FIN 300

FIN 344, FIN 345, MGT 311, MGT 355, MGT 390, MGT 441, MKT 350, MKT 380

INTERNATIONAL BUSINESS MAJOR REQUIREMENTS– Scheduled for 2018 Catalog

International Business majors must demonstrate language proficiency in a Second Language

MKT 310 Introduction to International Business

MKT 336 International Marketing

ECO 330 Current Global Economic Issues

ECO 363 International Economics

MGT 334 International Management

FIN 332 Multinational Finance

MKT 492 Seminar in International Business

BUS 490 Special Topics in Emerging Markets

Choose **one (1) International Business Elective** from: MGT 462, MKT 375

MARKETING & QUANTATIVE METHODS MAJOR REQUIREMENTS

MARKETING CORE REQUIREMENTS –Four core courses and choose **one concentration**:

MKT 336 International Marketing

MKT 374 Consumer Behavior

MKT 384 Marketing Research

MKT 479 Marketing Policy **(W)**

MARKETING MANAGEMENT Concentration – Five Courses

MKT 375 Supply Chain Management

MKT 380 Integrated Marketing Communication

MKT 382 Brand Management

MKT 385 Services Marketing

Choose **one MKT Mgt Elective** from the following: **MKT 310, 350, 376, 379, 381**

MARKETING – PROFESSIONAL SALES Concentration – Five Courses

MKT 376 Business to Business Marketing

MKT 381 Sales Management & Personal Selling

Choose **three Professional Sales Electives** from the following: **MKT 355, 379, 380, 382, 385**

MARKETING – SUPPLY CHAIN MANAGEMENT Concentration – Five Courses

MKT 340 Marketing Analytics **OR** **MKT 355** Customer Relationship Mgt

MKT 375 Supply Chain Management

MKT 376 Business to Business Marketing

MKT 405 Current Issues in Supply Chain Management

Choose **one Supply Chain Elective** from: **MKT 310, MKT 350, MKT 379, MKT 381, MKT 385**