

Bachelor of Business Administration with Major in Marketing

Required 120 credit hours (36 of which must be numbered 300 or above) including:

I. Essential Studies Requirements (see University ES listing).

II. One of the following: MATH 103, MATH 107, MATH 146, or MATH 165.

III. Nistler College of Business and Public Administration Requirements:

Code	Title	Credits
ACCT 200	Elements of Accounting I	3
ACCT 201	Elements of Accounting II	3
ECON 201	Principles of Microeconomics	3
ECON 202	Principles of Macroeconomics	3
ECON 210	Introduction to Business and Economic Statistics	3
ISBA 217	Fundamentals of Computer Information Systems	3
FIN 310	Principles of Financial Management	3
MGMT 300	Principles of Management	3
MGMT 301	Operations Management	3
MRKT 305	Marketing Foundations	3
MGMT 475	Strategic Management	3
Total Credits		33

IV. Major Requirements:

Code	Title	Credits
MRKT 310	Consumer Behavior	3
MRKT 330	Marketing Research	3
MRKT 450	Marketing Management	3
Select 15 credits from the following:		15
MRKT 201	Personal Marketing	
MRKT 311	Professional Selling	
MRKT 315	Retail Omnichannel Marketing Management	
MRKT 325	International Marketing	
MRKT 327	Digital Marketing	
MRKT 340	Integrated Marketing Communications	
MRKT 347	Social Media	
MRKT 386	Field Experience in Marketing	
MRKT 396	Directed Studies in Marketing	
MRKT 397	Cooperative Education in Marketing	
MRKT 405	Brand and Product Management	
MRKT 411	Sales Management	
MRKT 420	Marketing Analytics for Decision Making	
MRKT 430	CX: Customer Experience Marketing	
MRKT 431	CRM (Customer Relationship Management) Customer Journeys	
MRKT 433	Negotiations for Sales and Relationship Managements	
MRKT 440	Special Topics in Marketing:	
MRKT 497	Internship in Marketing	
Total Credits		24

Nistler College of Business & Public Administration Graduation Requirements

1. Earn a minimum GPA of 2.00 (including transfer credits)
2. Earn a minimum UND GPA of 2.00

3. Earn a minimum GPA of 2.50 for all courses that apply toward the major (including transfer credits)
4. At least half of the business courses that apply toward the major must be from UND (*does not apply for BA in Political Science, BS in Public Affairs, or BA in Economics*)

* No more than a total of 8 credits from MRKT 386 Field Experience in Marketing; MRKT 396 Directed Studies in Marketing; MRKT 397 Cooperative Education in Marketing; and MRKT 497 Internship in Marketing may be used to satisfy this requirement.