

MARKETING MAJOR (BA ADULT)

Learn how to be a strategic leader in the field of marketing. This program helps students build practical skills and knowledge that are directly applicable to the ever-changing world of business. Students learn how to analyze critical factors that drive business results and how to formulate marketing efforts that create differentiation in the marketplace.

General Education Requirements

All degree seeking undergraduate students must complete the general education (<http://catalog.csp.edu/undergraduate/academic-information/general-education-requirements>) requirements.

Degree Requirements

Bachelor of Arts (<http://catalog.csp.edu/undergraduate/academic-information/graduation-requirements/#ba>) degree consists of a major of typically 32 to 44 credits or two minors, general education courses, and elective courses totaling a minimum of 120 credits.

Code	Title	Credits
Required		
BUS 380	Principles of Ethical Management	4
BUS 382	Human Resource Management and Employment Law	4
BUS 384	Applied Accounting and Finance	4
BUS 386	Marketing in the Global Environment	4
BUS 388	Analytics and Technology	4
MKM 450	Innovation and Systems Thinking	4
MKM 452	Integrated Promotional Strategy	4
MKM 454	New Media Literacy and Social Media	4
MKM 456	Marketing Information and Analysis	4
MKM 490	Business Strategy Plan	4
Total Credits		40