

# MARKETING MAJOR (BA ADULT)

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This program prepares students for careers in marketing and business by building practical marketing skills and knowledge that will be directly applicable to the business world upon graduation. Students learn how to become effective marketing and project managers, analyze critical factors for driving business, enhance their opportunity to enter into business careers, and apply their knowledge to current marketplace challenges and opportunities.

## 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.

### 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