

# MARKETING MAJOR (BA ADULT)

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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
<b>Required</b>		
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