

Notes

- Students are required to complete 64 credit hours for the major.
- See "Simmons PLAN & Graduation Requirements" worksheet for all-college requirements.

Prerequisites for Marketing

Complete the following prerequisite courses.

Course #	Course Title	Credits	Completed
ECON 100	Principles of Microeconomics (KCA – SH)	4	
MATH 118	Introductory Statistics (KCA – QL)	4	

Required Core Courses

Complete the following core courses, which are offered in Fall (F) and Spring (Sp) semesters.

Course #	Course Title	Credits	Completed
MGMT 100	Foundations of Business & Management	4	
ACCT 110	Principles of Financial Accounting	4	
MGMT 234	Organizational Communication and Behavior	4	
MGMT 250	Principles of Marketing	4	
MGMT 260	Principles of Finance	4	
MGMT 325	Operations Management and Decision Making	4	
MGMT 340	Strategy (F)	4	
MGMT 370	Internship (requires 234, declared major and consent)	8	

Marketing Major Courses

Complete the following major courses.

Course #	Course Title	Credits	Completed
MGMT 230	Why We Buy (F, Sp)	4	
MGMT 335	Marketing Research (F)	4	

Electives

Student must take TWO electives from the following list.

Courses Selected	Credits	Completed
	4	
	4	

- MGMT 225 Manager and the Legal Environment (F)
- MGMT 232A Introduction to Advertising (F)
- MGMT 232B National Student Ad Competition (Sp)
- MGMT 233 Developing Customer Relationships (F)
- MGMT 348 The Sustainable Supply Chain (Sp)
- MGMT 221 Project Management (F, Sp)
- MGMT 231 Creating Brand Value (Sp)
- MGMT 236 Retail Management (F)
- MGMT 329 People, Planet and Profits (Sp)

Capstone

Students must fulfill 4 semester hours in MGMT 392. Senior standing is required.

Course #	Course Title	Credits	Completed
MGMT 392	Marketing Decision Making (Sp)	4	