

# Major in Marketing

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## THE MAJOR IN MARKETING FOR THE BACHELOR OF SCIENCE DEGREE CAN BE COMPLETED EITHER ON-CAMPUS OR ONLINE.

When officially declaring a major in marketing, students can choose either the online or the on-campus track to complete the course requirements for the major. Note that this choice applies only to major requirements and does not apply to courses required to be completed before declaration of a major (such as those that are part of the University Core Curriculum or foundation courses).

### University Core Curriculum Requirements

General Education Distribution Area	Cr. Hrs.
<b>Fine Arts (FA)*</b> 2 courses, from at least two of the following areas of study: Art, CMT (Mass Media or Theatre), Music (includes Dance).	6
<b>Humanities (HU)*</b> 3 courses, from at least two of the following areas of study: CMT (Communication), English, Linguistics, Philosophy, Women's and Gender Studies, World Languages and Cultures, (Note: No more than two foreign language courses may be used to fulfill this requirement.)	9
<b>Behavioral/Social Sciences (SB)*</b> 3 courses, from at least two of the following areas of study: African & African American Studies, Anthropology, Computer Science, Economics, Geography & Environmental Studies, History, Justice Studies, Latino & Latin American Studies, Political Science, Psychology, Sociology, Social Work	9
<b>Natural Sciences (NS and NSL)**</b> 3 courses, from at least two of the following areas of study; one course must have a laboratory component (NSL): Biology, Chemistry, Earth Science, Environmental Science, Physics (Note: If an FYE ANTH that counts as Natural Science is taken, only one Biology course may be used for Natural Science).	9

### Engaged Learning Experiences

Students must complete, at Northeastern, three courses designated as Engaged Learning Experiences courses. One of the Engaged Learning Experiences courses must be at the 300-level, and one Engaged Learning Experiences course must be designated as "Boundary Crossing".

### Discipline Specific (ELE-DS)

These courses have pre-requisites that are specific courses within a program of study. Discipline Specific courses give students a deeper understanding of how knowledge is created and applied in their field.

### Boundary Crossing (ELE-X)

These are courses that cross disciplinary boundaries and/or cross boundaries through engagements outside the classroom or University allowing students to see how knowledge gained in one field might inform other fields or other aspects of society.

### Math/Quantitative Reasoning (MA)

1 Math course, that has intermediate Algebra as prerequisite OR is a course listed on the General Education Distributive Learning List of Approved Courses. Any 3 hour college level math course, beyond Intermediate Algebra, meets this requirement.

\* Majors in Fine Arts, Humanities or Social/Behavioral Sciences, may waive up to 6 credit hours of General Education requirements in the corresponding distribution area.

\*\* Majors in Natural Sciences may waive up to 9 credit hours of General Education requirements in the Natural Sciences distribution area.

Students should also be aware of all other university requirements to obtain a degree - NEIU requirements (<http://catalog.neiu.edu/graduation-requirements/bachelors-degree/>)

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## The major in marketing for the Bachelor of Science Degree can be completed either on-campus or online.

When officially declaring a major in marketing, students can choose either the online or the on-campus track to complete the course requirements for the major. Note that this choice applies only to major requirements and does not apply to courses required to be completed before declaration of a major (such as those that are part of the University Core Curriculum or foundation courses).

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### Major in Marketing for the Bachelor of Science Degree (On-Campus)

\*Up to two 300-level courses can be counted twice between any major and minor combination toward a Marketing Major's degree credit hour fulfillment.

Code	Title	Hours
<b>Required Courses</b>		
Business and Management Core Courses		36
MKTG-351	Consumer Behavior	3
MKTG-353	Marketing Research	3
MKTG-358	International Marketing	3
MKTG-359	Marketing Management	3
MNGT-393	Strategic Management	3
Select three of the following:		9
MKTG-352	Integrated Marketing Communication	
MKTG-354	Personal Selling	
MKTG-355	Digital Marketing	
MKTG-356	Retail Management	
MKTG-357	Sales Management	
MKTG-361	Social Media Marketing	
MKTG-362	Mobile Marketing	
MNGT-351	Data Visualization And Management <sup>1</sup>	
MNGT-354	Logistics Management <sup>1</sup>	
MNGT-355	Creativity And Innovation <sup>1</sup>	
MNGT-380	Entrepreneurship <sup>1</sup>	
<b>Total Hours</b>		<b>60</b>

<sup>1</sup> One of the listed non-marketing courses can be applied as an elective towards the Major in Marketing for the Bachelor of Science Degree.

### Major in Marketing for the Bachelor of Science Degree (Online)

\*Up to two 300-level courses can be counted twice between any major and minor combination toward a Marketing Major's degree credit hour fulfillment.

Code	Title	Hours
<b>Required Courses</b>		
Business and Management Core Courses		36
MKTG-351	Consumer Behavior	3
MKTG-353	Marketing Research	3
MKTG-358	International Marketing	3
MKTG-359	Marketing Management	3
MNGT-393	Strategic Management	3
Select three of the following:		9
MKTG-352	Integrated Marketing Communication	
MKTG-354	Personal Selling	
MKTG-355	Digital Marketing	
MKTG-356	Retail Management	

MKTG-357	Sales Management
MKTG-361	Social Media Marketing
MKTG-362	Mobile Marketing
MNGT-351	Data Visualization And Management <sup>1</sup>
MNGT-354	Logistics Management <sup>1</sup>
MNGT-355	Creativity And Innovation <sup>1</sup>
MNGT-380	Entrepreneurship <sup>1</sup>

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**Total Hours** **60**

<sup>1</sup> One of the listed non-marketing courses can be applied as an elective towards the Major in Marketing for the Bachelor of Science Degree.

This sample curricular map is provided to guide you in the planning of your progression for this major. This guide should not replace regular consultations with your program advisor. For specific recommendations of courses not identified, please consult your program advisor. To apply for graduation, contact the Program Advisors two semesters prior to the term in which you plan to graduate.

### First Year

Term 1		Hours
ENGL-101	Writing I	3
MATH-165	Finite Mathematics For Business And The Social Sciences	3
BLAW-109	First Year Experience: Professionalism, Ethics, Law Chicago Scandals	3
Fine Arts Course		3
Natural Science Course		3

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**Term Hours** **15**

Term 2		Hours
ENGL-102	Writing II	3
ECON-217	Principles Of Microeconomics	3
PHIL-213	Ethics	3
Fine Arts Course		3
General Elective		3

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**Term Hours** **15**

### Second Year

Term 1		Hours
ACTG-201	Introduction To Financial Accounting	3
BLAW-285	Legal Environment Of Business	3
ECON-215	Principles Of Macroeconomics	3
Humanities Course		3
Natural Science Course		3

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**Term Hours** **15**

Term 2		Hours
ACTG-202	Introduction To Managerial Accounting	3
Humanities Course		3
Natural Science Course		3
Social/Behavioral Science Course		3
General Elective		3

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**Term Hours** **15**

### Third Year

Term 1		Hours
FINA-360	Principles Of Financial Management	3
MKTG-350	Principles Of Marketing	3
MNGT-368	Business Statistics	3

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MNGT-370	Writing Intensive Program: Managing Global Business Organization	3
General Elective		3
<b>Term Hours</b>		<b>15</b>
<b>Term 2</b>		
ABF-350	Management Information Systems	3
MKTG-351	Consumer Behavior	3
MKTG-358	International Marketing	3
General Elective		3
General Elective		3
<b>Term Hours</b>		<b>15</b>
<b>Fourth Year</b>		
<b>Term 1</b>		
MKTG-353	Marketing Research	3
MNGT-377	Production/Operations Management	3
MNGT-379	Business Analytics	3
Marketing Elective		3
General Elective		3
<b>Term Hours</b>		<b>15</b>
<b>Term 2</b>		
MKTG-359	Marketing Management	3
MNGT-393	Strategic Management	3
Marketing Elective		3
Marketing Elective		3
General Elective		3
<b>Term Hours</b>		<b>15</b>
<b>Total Hours:</b>		<b>120</b>