

MARKETING, B.S.

Course Work Required

Code	Title	Credits
Two Courses in Accounting		
ACC 111	Financial Accounting	3
ACC 112	Management Accounting	3
Three Courses in Economics		
ECO 102	Principles of Microeconomics	3
ECO 103	Principles of Macroeconomics	3
ECO 300-level		3
One Course in Law		
LAW 205	Legal Env of Business	3
One Course in Managing Organizations and People		
MGT 160	Management Principles	3
One Course in Finance		
FIN 320	Corporate Finance I	3
One Course in Operations		
MGT 390	Information Systems for Business	3
Four Courses in Quantitative Analysis		
CIS 232	Computer Applications for Business I ¹	3
MAT 101	Math for the Liberal Arts	3
MAT 201	Business Statistics I ¹	3
ECO 231	Business Analytics	3
Eight Courses in Marketing		
MKG 181	Principles of Marketing (Eight Courses in Marketing)	3
MKG 305	Integrated Marketing Communication	3
MKG 311	Marketing Research (WI)	3
MKG 313	Consumer Behavior	3
MKG 325	International Marketing	3
MKG 336	Omni Channel Marketing	3
MKG 354	Marketing Analytics	3
MKG 490	Strategy & Innovation in Mkg	3
One additional 300-level MKG course		3
One Senior Capstone Course		
MGT 460	Bus Strategy & Policy	3
Four Business Electives		
Select any four Business Elective courses of MGT, MKG, FIN, ECO, ACC, BUS (May Include Co-op and MBA options)		12
And the Following Courses Outside the College of Business		
Nine Niagara University General Education Foundation Courses (http://catalog.niagara.edu/undergraduate/curriculum/foundation-courses/)		27
Four Distribution Courses (http://catalog.niagara.edu/undergraduate/curriculum/general-education-distribution-courses/)		12
ENG 231	Business Communication	3
Three Elective Courses outside the College of Business		9
Total Credits		132

¹ General Education, Analytical Skills courses