

MARKETING, B.S.

| Code | Title | Credits |
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| General Education Requirement (http://catalog.niagara.edu/undergraduate/curriculum/foundation-courses/) | | |
| 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 | Business 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 |
| ENG 231 | Business Communication | 3 |
| Three Elective Courses outside the College of Business | | 9 |
| Total Credits | | 93 |