

# Marketing

## Program

College of Business

Major

Minor

## Marketing Major

### Major Core Courses

Marketing major must complete all the courses below. For double major, see [general notes](#).

Item #	Title	Credits
MKT 301	E-Marketing	3
MKT 310	Consumer Behavior	3
MKT 315	Services Marketing	3
MKT 320	International Marketing	3
MKT 330	Marketing Research	3
MKT 401	Brand Strategy	3
MKT 410	Integrated Marketing Communications	3
MKT 420	Marketing Strategy	3
MKT 498	COOP Training Internship	12

**Notes:** Students on old study plans ([MKT 320](#)) will need to complete [OPM 340](#) as a common core course instead of MKT 320, ([MKT 401](#)) may choose to complete a Business elective (MKT 320 and MKT 401 may also be chosen as Business electives), ([MKT 498](#)) will need to complete MKT 499, which is 9 credit hours.

## Marketing Minor

### Minor Courses

Students from other majors can add a minor in Marketing and must complete the following courses.

Item #	Title	Credits
MKT 310	Consumer Behavior	3
MKT 315	Services Marketing	3
MKT 330	Marketing Research	3
MKT 420	Marketing Strategy	3
	ONE course from the following list	3

### Study Plan (Major in Marketing)

## Fall (Year 1)

Item #	Title	Credits
ARB 101	Arabic Language I	2
ISL 101	Islamic Studies I	2
ENG 101	Freshman English 1	3
MAT 100	Pre-calculus	3
OPM 101	Introduction to Computing	3
ECO 101	Microeconomics	3
COB 100	Student Orientation and Academic Success	1

Students on old study plans are not required to complete [COB 100](#).

## Spring (Year 1)

Item #	Title	Credits
ARB 112	Arabic Language II	2
ISL 112	Islamic Studies II	2
ENG 112	Freshman English II	3
MAT 111	Business Calculus	3
ECO 102	Macroeconomics	3

## Fall (Year 2)

Item #	Title	Credits
OPM 211	Business Statistics	3
MGT 201	Business Communication	3
MGT 210	Business Ethics	3
MKT 201	Principles of Marketing	3
ACC 202	Introduction to Management Accounting	3
	Natural Science - I	3

Marketing students must take [MKT 201](#) in the third semester.

## Spring (Year 2)

Item #	Title	Credits
FIN 201	Principles of Finance	3
OPM 230	Management Information Systems	3
MGT 230	Organizational Behavior	3
MKT 301	E-Marketing	3
OPM 330	Quantitative Methods for Business	3
	Social Science - I	3

## Fall (Year 3)

Item #	Title	Credits
MGT 301	Business Law	3
MKT 315	Services Marketing	3
MKT 310	Consumer Behavior	3
MKT 320	International Marketing	3
	Business Elective - I	3
	Natural Science - II	3

Students on old study plans need to complete [OPM 340](#) instead of [MKT 320](#).

## Spring (Year 3)

Item #	Title	Credits
BAN 310	Business Analytics and Visualization	3
MKT 330	Marketing Research	3
MKT 401	Brand Strategy	3
MKT 410	Integrated Marketing Communications	3
	Social Science - II	3

- [BAN 310](#) used to be OPM 460. Also fine if a student completed OPM 460.
- Students on old study plans may choose a third business elective instead of [MKT 401](#).

## Fall (Year 4)

Item #	Title	Credits
MGT 490	Strategic Management	3
MKT 420	Marketing Strategy	3
	Business Elective - II	3
	General Elective - I	3
	General Elective - II	3
MGT 300	Executive Lecture	1

## Spring (Year 4)

Item #	Title	Credits
MKT 498	COOP Training Internship	12

Students on old study plans complete MKT 499 which is 9 credit hours.