

**REQUIREMENTS CHECKSHEET**

**MARKETING**

**Marketing Core (18 credits)**

Sem.	Grade	Course
		<b>MARKETNG 412</b> Marketing Research *Pre-req. MARKETNG 301 and RES-ECON 212 or OIM 240 or STATISTC 240
<b>Upper-level Marketing Electives*</b> (9 credits) <i>Choose three 400-level or above courses from list below</i>		
<b>Upper-level Business Electives</b> (6 credits) <i>Choose two 300-level or above courses within the Isenberg School of Management</i>		

**Junior/Senior Year BBA Core (15 -18 credits)**

*\*Must have at least junior standing*

Sem.	Grade	Course
		<b>FINANCE 301</b> Corporation Finance *Pre-req. ACCOUNTG 221
		<b>MANAGMNT 301</b> Principles of Management
		<b>MARKETNG 301</b> Fundamentals of Marketing
		<b>OIM 301</b> Introduction to Operations Management *Pre-req. OIM 240 or RES-ECON 212 or STATISTC 240 <i>*Required for students entering BBA Fall 2012 or later</i>
		<b>SCH-MGMT 310</b> Management Communications or <b>SCH-MGMT 315</b> Marketing Communications or any <b>SCH-MGMT 300</b> -level junior year writing course listed in your Academic Requirements Report
		<b>MANAGMNT 494BI</b> Business Policy and Strategy or <b>MANAGMNT 488</b> Strategic Management for a Sustainable World *Pre-req. MANAGMNT 366 <i>*Must have senior standing</i> <i>*Both courses fulfill integrative experience requirement in senior year</i>

**Upper-level Marketing courses\*:**

*\*Not all courses are offered every semester*

*\*Most courses require MARKETNG 301 as a pre-req.; refer to SPIRE*

- MARKETNG 410** Consumer Behavior
- MARKETNG 421** Product Strategy
- MARKETNG 422** Advertising & Promotional Strategy
- MARKETNG 425** Sales and Distribution Strategy
- MARKETNG 437** International Marketing
- MARKETNG 441** Marketing Management
- MARKETNG 450** Direct Marketing
- MARKETNG 455** Internet Marketing
- MARKETNG 465** Retailing Management and Technology
- MARKETNG 468** Services Marketing
- MARKETNG 491F** Topics in Social Media
- MARKETNG 491L** Managerial Perspectives on Marketing Strategy
- MARKETNG 491M** Customer Relationship Management (CRM)
- MARKETNG 491N** Nonprofit Marketing
- MARKETNG 491S** Small Business Marketing
- MARKETNG 491SM** Marketing for Sustainable Business
- MARKETNG 497M** Brand Management & Strategy
- MARKETNG 497T** Text Mining & Analytics
- MARKETING 498B** Advertising Practicum

Any MARKETNG course that is 400-level or above may also count

**Breadth Requirement: Non-Business Electives (21 credits)**

*\*One breadth requirement per semester may be taken with pass/fail grading*

*\*Only one Economics or one Resource Economics course may be used to satisfy credits for requirement*

Semester	Grade	Course	Credits

**Graduation Requirements**

- Complete at least 120 credits; 45 must be taken at UMassAmherst
- Maintain a cumulative average of at least 2.0 in your major and overall
- All required courses must be taken for a **letter grade**

**Student Responsibilities**

- Review Academic Requirement Report on SPIRE
- Meet with an advisor regularly to review progress toward completing graduation requirements
- Keep track of requirements for any additional majors or minors
- Make sure all graduation requirements are fulfilled

**Also please note that:**

- Isenberg School and Marketing major requirements may not be taken pass/ fail with the exception of MARKETNG 398
- Students can apply a maximum of 3 credits of an independent study and 3 credits of an internship to satisfy upper-level business electives
- More than half of major required courses must be taken at UMass Amherst