INTERNATIONAL BUSINESS MAJOR – MARKETING CONCENTRATION

International Business Major Requirements - Marketing Concentration

International Academic Experience
International Study Abroad ¹

First-Year Gateway Experience
GFCL 100 Global Foundations of Character and Leadership
GFOB 100G Global Foundations of Organizations and Business
IDEA 101 Bryant IDEA: Innovation and Design Experience For All
WRIT 106 Writing Workshop

International Business: Marketing Concentration
MKT 311 Consumer Behavior
MKT 312 Marketing Research
MKT 412 Marketing Policy and Problems
Three Marketing Electives ² ³

Business Core Requirements
ACG 203 Principles of Financial Accounting
FIN 201G Global Dimensions of Financial Management
ISA 201G Introduction to Global Information Technology and Analytics
MGT 201G Global Dimensions of Operations Management
MKT 201G Global Dimensions of Marketing
IB 490 Carolyn Rafaelian International Business Practicum

International Business Integrative Experience ⁴
ACG 320 International Accounting
FIN 368 Multinational Finance
IB 356 International Business Management
MKT 368 International Marketing

International Business Electives
Select two approved courses

Liberal Arts Core Requirements
ECO 113 Microeconomic Principles
ECO 114 Macroeconomic Principles
LCS 121 Introduction to Literary Studies
LGLS 451 International Business Law
MATH 110 Mathematical Analysis
MATH 201 Statistics I

One Humanities Historical Survey Course ⁵

Liberal Arts Distribution Requirements - Modes of Thought ⁶ ⁷
Two Social Science Modes of Thought
One Historical Mode of Thought (Upper Division)
One Literary Mode of Thought (Upper Division)
Two Scientific Modes of Thought ⁸
One Cultural Mode of Thought

Language Minor Requirement
Four Language Minor Courses of which students are required to take ML XX404 (i.e., ML CH404 or ML CH405, ML FR404, ML IT404, ML SP404). ⁹

Open Elective
One Elective

¹ Within the 122 credits comprising the program distribution, the equivalent of at least 12 semester hours of credit must be taken as international study abroad except for students on an F1 Visa.
² Must include one 400-level elective.
³ Can include MKT 368 from I.B. Integrative Experience.
⁴ 3 credits from the concentration can be satisfied by MKT 368.
⁵ International focus.
⁶ 19 net credits 3 credits from the required Language Minor may be applied to this distribution.
⁷ Must include four courses with an international focus.
⁸ Include one Lab Science. One science course must be taken at the 300 or 400 level.
⁹ International Business majors must complete a 12 credit language minor.