

# INTERNATIONAL BUSINESS MAJOR – MARKETING CONCENTRATION

## Bachelor of Science in International Business Degree with a Marketing Concentration Requirements:

### General Education Requirements

<sup>1</sup> International Business Students: Must take four courses with an international focus to complete the degree.

### University Minor Requirements

## International Business Major Requirements - Marketing Concentration

### International Academic Experience

International Study Abroad <sup>2</sup>

### International Business: Marketing Concentration

MKT 311	Consumer Behavior	3
MKT 312	Marketing Research	3
MKT 412	Marketing Policy and Problems	3

Three Marketing Electives <sup>3,4</sup>

### Business Core Requirements

ACG 203	Principles of Financial Accounting	3
ACG 204	Principles Managerial Accounting	3
FIN 201G	Global Dimensions of Financial Management <sup>5</sup>	3
or FIN 201	Financial Management	
ISA 201G	Introduction to Global Information Technology and Analytics <sup>6</sup>	3
or ISA 201	Introduction to Information Technology and Analytics	
MGT 201G	Global Dimensions of Operations Management <sup>7</sup>	3
or MGT 201	Operations Management	
MKT 201G	Global Dimensions of Marketing <sup>8</sup>	3
or MKT 201	Foundations of Marketing Management	

IB 490 International Business Practicum 3

### International Business Integrative Experience <sup>9</sup>

FIN 368	Multinational Finance	3
IB 356	International Business Management	3
MKT 368	International Marketing	3

### International Business Electives

Select two approved courses 6

### Language Minor Requirement <sup>10</sup>

A minimum of 18 credit hours is required for the concentration.

A minimum of 120 credit hours is required for graduation.

<sup>1</sup> Must include four courses with an international focus.

<sup>2</sup> Within the 120 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.

<sup>3</sup> Must include one 400-level elective.

<sup>4</sup> Can include MKT 368 from I.B. Integrative Experience.

<sup>5</sup> Or FIN 201 with IB program approval.

<sup>6</sup> Or ISA 201 with IB program approval.

<sup>7</sup> Or MGT 201 with IB program approval.

<sup>8</sup> Or MKT 201 with IB program approval.

<sup>9</sup> 3 credits from the concentration can be satisfied by MKT 368.

<sup>10</sup> International Business majors must complete a 12 credit language minor.