

B.S. in Business: Marketing

64-66 units

Introduction

The marketing major (<https://www.apu.edu/business/programs/marketing-major>) provides students with a strong business foundation and solid skills in the functional areas of marketing. Further, coursework in digital and social media marketing equips students with the skills to take advantage of current trends in marketing. The program emphasizes academic preparation, as well as skill-building practice with the integration of class projects and marketing case studies. Many students are able to secure internships during their time at APU to give them work experience and build their résumés.

Career Opportunities

Career paths open to marketing majors include marketing coordinator/specialist, marketing project manager, account coordinator/executive manager, product/brand manager, digital marketing specialist/manager, social media marketing manager, creative assistant, web content writer/manager, sales representative/manager, marketing researcher/analyst, marketing manager, advertising and promotion manager, media planner/buyer, retail marketer, marketing analytics specialist, and marketing communications coordinator. Income potential and personal fulfillment are high. Marketing professionals who excel can become top executives.

Requirements

The marketing major comprises 64-66 units. Students must achieve an average GPA of 2.5 or higher in their major courses (this includes the Business Core).

Code	Title	Units
Business Core Courses		
ACCT 120	Principles of Accounting I	4
ACCT 121	Principles of Accounting II	3
MATH 130	Introduction to Statistics ¹	3
MGMT 210	Principles of Management	3
BUSI 240	Introduction to Information Systems	3
ECON 250	Principles of Macroeconomics ²	3
ECON 251	Principles of Microeconomics	3
MKTG 260	Principles of Marketing	3
BUSI 296	Business Law	3
FIN 320	Principles of Corporate Finance	3
BUSI 370	International Business ³	3
MGMT 448	Organizational and Administrative Behavior ⁴	3
MGMT 450	Strategic Management ⁵	3
Select one of the following:		3-5
BUSI 311	Quantitative Analysis for Management	
MATH 151	Applied Calculus I	
MATH 161	Calculus I	
Marketing Courses		
MKTG 361	Integrated Marketing Communications	3
MKTG 362	Consumer Behavior	3
MKTG 363	Marketing Research	3
MKTG 465	Strategic Marketing Management	3
MKTG 466	Digital Marketing	3
Select one of the following:		3
MKTG 350	Marketing Internship	
BUSI 350	Business Internship	
Select one of the following:		3
MKTG 368	Retail Management (F)	
MKTG 364	Sales and Sales Management (S)	

MKTG 373

Global Marketing Management

Total Units

64-66

- 1 Meets the General Education Quantitative Literacy requirement.
- 2 Meets the General Education Social Science requirement
- 3 Meets the General Education Intercultural Competence requirement
- 4 Meets the General Education Civic Knowledge and Engagement requirement
- 5 Meets the General Education Integrative and Applied Learning requirement

F Offered in Fall

S Offered in Spring
