

BUSINESS MARKETING (BS)

The following requirements are in addition to the Bachelor of Science core requirements, found here (<https://catalog.cornerstone.edu/undergraduate/cornerstone-core/>).

Required Courses

Code	Title	Hours
ACC-221	ACCOUNTING I	3
ACC-222	ACCOUNTING II	3
BUS-111	INTRO TO BUSINESS	1
BUS-114	DATA ANALYSIS & VISUALIZATION	3
BUS-211	BUSINESS STATISTICS	3
BUS-361	BUSINESS LAW	3
ECN-231	PRINCIPLES OF MACROECONOMICS	3
ECN-232	PRINCIPLES OF MICROECONOMICS	3
FIN-341	PRINCIPLES OF FINANCE	3
MGT-231	PRIN OF MANAGEMENT	3
MGT-432	CAPSTONE SEMINAR: STRATEGIC MANAGEMENT	3
MKT-251	PRINCIPLES OF MARKETING	3
MKT-350	MARKETING MANAGEMENT	3
MKT-352	MARKETING RESEARCH	3
MKT-353	MARKETING COMMUNICATIONS	3
MKT-452	NEW PRODUCTS, SVCS AND MARKETS	3
<i>Internship/case study requirement (choose one - on-campus students must complete an internship)</i>		3
MKT-380	INTERNSHIP (On-Campus students)	
MKT-381	MARKETING FIELD EXPERIENCE (On-Campus students)	
BUS-469	CASE STUDY/ANALYSIS (Online students only)	
<i>Choose three of the following:</i>		9
COM-339	SOCIAL MEDIA	
MDA-213	GRAPHIC DESIGN I: INTRO GRAPHIC DESIGN	
MGT-336	PROJECT MANAGEMENT	
MGT-361	SPORT MEDIA RELATIONS & EVENT MGT	
MKT-342	DIGITAL MARKETING	
MGT-232	ENTREPRENEURSHIP	
MKT-357	CONSUMER BEHAVIOR	
MKT-358	SALES MANAGEMENT	
MKT-359	INTERNATIONAL MARKETNG	
MKT-362	SPORT MARKETING AND SALES	
<i>Only one of the following may be selected as an elective:</i>		
CIS-211	FOUNDATIONS OF INFORMATION SYSTEMS	
CSC-216	DATABASE MGT SYSTEMS	
CSC-131	PROGRAMMING FUNDAMENTALS	
Total Hours		58