

# 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/>). (does not require a minor)*

## Required Courses

Code	Title	Hours
ACC-221	ACCOUNTING I	3
ACC-222	ACCOUNTING II	3
BUS-111	INTRO TO BUSINESS	1
BUS-211	BUSINESS STATISTICS	3
BUS-218	DATA ANALYSIS & VISUALIZATION	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-380	INTERNSHIP	3
MKT-452	NEW PRODUCTS, SVCS AND MARKETS	3
Choose three of the following:		9
COM-339	SOCIAL MEDIA	
MDA-213	GRAPHIC DESIGN I: INTRO GRAPHIC DESIGN	
MGT-336	PROJECT MANAGEMENT	
MGT-337	ENTREPRENEURSHIP	
MGT-361	SPORT MEDIA RELATIONS & EVENT MGT	
MKT-342	DIGITAL MARKETING (prerequisite required)	
MKT-357	CONSUMER BEHAVIOR	
MKT-358	SALES MANAGEMENT	
MKT-359	INTERNATIONAL MARKETNG	
MKT-362	SPORT MARKETING AND SALES (prerequisite required)	
<b>You may choose from one of the following as part of 'three of the following:'</b>		
CIS-211	FOUNDATIONS OF INFORMATION SYSTEMS	
CSC-216	DATABASE MGT SYSTEMS	
CSC-131	PROGRAMMING FUNDAMENTALS	

**Total Hours**

**58**