

Marketing Major Checklist

TCU Core

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|---|--|
| ☐ Humanities | ☐ Religious Traditions |
| ☐ Humanities | ☐ Literary Traditions |
| ☐ Humanities | ☐ Historical Traditions |
| ☐ ECON 10223 (Social Science) * | ☐ Cultural Awareness |
| ☐ Social Science | ☐ Global Awareness |
| ☐ Social Science | ☐ Citizenship & Social Values |
| ☐ Oral Communication | ☐ ENGL 10803 (WCO I) * |
| ☐ Natural Science | ☐ ENGL 20803 (WCO 2) |
| ☐ Natural Science | ☐ MATH 10283 (MTH)* |
| ☐ Fine Arts | |

***Required for Business**

Lower-Division Business Courses

- ☐ INSC 20153 (*Excel required*)
- ☐ ACCT 20353 (*sophomore*)
- ☐ INSC 20263 (*sophomore*)

Graduation Requirements

- ☐ 36 upper-level hours
_____needed
- ☐ 45 TCU hours
_____needed

Business Core (required of all Neeley students) = 16 hours

- ☐ MARK 30153 Marketing Management (**must take before or during first semester in MARK major**)
- ☐ ENTR 20263 Entrepreneurship and Innovation
- ☐ FINA 30153 Financial Management (*prerequisite ACCT 20353 & INSC 20153 C- or higher*)
- ☐ INSC 30313 Supply Chain Management
- ☐ INSC 30801 Business Applications in Excel (1-hour course)
- ☐ MANA 30250 Organizational Behavior (1.5-hour course) (**Concurrent Enrollment in MANA 40250 Required**)
- ☐ MANA 40250 Strategy (1.5-hour course) (*prerequisite MANA 30250, FINA 30153, INSC 30313, MARK 30153*) (**Concurrent Enrollment in MANA 30250 Required**)

Major Requirements = 21 hours

- ☐ MARK 30113 Marketing Research (prerequisite MARK 30153 with a grade of C-or higher, INSC 20153)
- ☐ MARK 30243 Customer Insights (**WEM**) (prerequisite MARK 30153 with a grade of C-or higher)
- ☐ MARK 40203 Marketing Strategy (**WEM**) (prerequisite MARK 30153, MARK 30113, MARK 30243 or concurrent, all with a grade of C- or higher)
- ☐ MARK Major Elective (choose from list below)
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 - MARK 30233 Marketing Analytics
 - MARK 30253 Sports & Entertainment Marketing
 - MARK 30303 Design Thinking
 - MARK 40033 Senior Honors Research (**WEM**)
 - MARK 40103 Digital & Social Media
 - MARK 40143 Marketing AI & Automation
 - MARK 40213 International Marketing (**GA**)
 - MARK 40223 Exceptional Service Experiences
 - MARK 40233 Multimedia Marketing Campaigns
 - MARK 40243 Product & Brand Management
 - MARK 40263 Foundations of Selling
 - MARK 40273 Consultative Selling
 - MARK 40970 Special Problems in Marketing
 - INSC 40323 Procurement & Supply Management

Associated Requirements = 6 hours

- ☐ ACCT 40163 Decision-Making and Control (*prerequisite ACCT 20353*)
- ☐ BUSI 30383 Global Business with an Ethical Lens (**CA**)

120 Hours - _____ - _____ = _____
Completed Hours Enrolled Hours Remaining Hours

Marketing Electives with Prerequisites

- MARK 30233 Marketing Analytics (*MARK 30153 and MARK 30113 with C- or higher*)
- MARK 30253 Sports & Entertainment Marketing (MARK 30153 with a C- or higher)
- MARK 30303 Design Thinking (completion of MARK 30153)
- MARK 40033 Senior Honors Research (Honors College only, instructor permission)
- MARK 40103 Digital & Social Media (MARK 30153 with C- or higher; MARK 30113 and MARK 30243 with C- or concurrent)
- MARK 40143 Marketing AI & Automation (MARK 30153 and MARK 30113 with C- or higher; MARK 30243 with C- or higher or concurrent)
- MARK 40213 International Marketing (MARK 30153 with C- or higher) (GA)
- MARK 40223 Exceptional Service (MARK 30153 with C- or higher)
- MARK 40233 Multimedia Marketing Campaigns (MARK 30153 and MARK 30113 with C- or higher; MARK 30243 with C- or higher or concurrent)
- MARK 40243 Product Innovation & Brand Management (MARK 30153 and MARK 30113 with C- or higher; MARK 30243 with C- or higher or concurrent)
- MARK 40263 Foundations of Selling (MARK 30153 with C- or higher)
- MARK 40273 Consultative Selling (MARK 30153 with C- or higher)
- MARK 40970 Special Problems in Marketing
- INSC 40323 Procurement & Supply Management (INSC 30313 with C or higher)