

MARKETING MAJOR

Department: Marketing (<https://catalog.bradley.edu/undergraduate/business/marketing/>)

Requirements

To major in marketing, a student must earn a minimum of 24 semester hours credit in marketing courses with the following requirements:

Code	Title	Hours
Required Courses		
MTG 205	Marketing Presentations	1.5
MTG 315	Principles of Marketing	3.0
MTG 341	Marketing Research I	3.0
MTG 490	Managerial Marketing	3.0
Marketing Electives		10.5
Total Hours		21

1. Students may count a maximum of 3 credit hours of 100-200 level marketing courses toward the 24 semester hours in marketing.
2. Students must obtain a minimum grade average of "C" in their marketing courses, as well as complete the university and college requirements. Students will also be required to take, in residence, a minimum of 9 semester hours of marketing courses beyond MTG 315 Principles of Marketing.