

MARKETING MAJOR, BSM

A major in marketing trains students to analyze marketing problems from an evidence-based perspective and generate well-thought-out, creative solutions. Students gain a comprehensive foundation through courses in marketing research and analytics, consumer behavior, and marketing strategy. Electives provide the option to further specialize in areas such as brand management, analytics or sales.

Requirements Curriculum

Course ID	Title	Credits
Required Non-Business Courses		
ECON 1010	Introduction to Microeconomics	3
ECON 1020	Introduction to Macroeconomics	3
ENGL 1010	Writing	4
MATH 1210	Calculus I ¹	4
MATH 1230	Statistics For Scientists	4
PSYC 1000	Introductory Psych	3
Required Business Core Courses		
INFO 1010	Intro to Business Computing ²	1.5
CDMA 2201	Career Development and Management I	2
ACCN 2010	Financial Accounting	3
ACCN 3010	Managerial Accounting	3
FINE 3010	Financial Management	3
LGST 3010	Legal, Ethical and Regulatory Environment of Business	3
MGMT 3010	Organizational Behavior	3
MGSC 3010	Introduction to Business Analytics	3
MKTG 3010	Marketing Fundamentals	3
MCOM 3200	Management Communication	3
MGMT 4010	Strategic Management	3
MGMT 4920	BSM Capstone	3
Required		
MKTG 4110	Research and Analytics	3
Electives ^{Choose One:}		
Choose One:		
MKTG 4120 or MKTG 4220	Advanced Marketing Strategy Sales Management	3
Choose One:		
MKTG 4100 or MKTG 4250	Consumer Behavior Social and Online Marketing	3
Select three of the following:		9
MKTG 4100	Consumer Behavior ²	
MKTG 4105	Customer Relationship Marketing	
MKTG 4117	Business to Business Marketing	
MKTG 4120	Advanced Marketing Strategy ³	
MKTG 4137	Pricing	
MKTG 4145	New Product Development	
MKTG 4155	Brand Management	
MKTG 4165	Retailing	
MKTG 4220	Sales Management ³	
MKTG 4230	Global Marketing	
MKTG 4240	Relationship Marketing	

MKTG 4250	Social and Online Marketing ³
MKTG 4260	Advertising and Promotions
MKTG 4275	Law in Marketing
MKTG 4280	Sports Marketing
MKTG 4290	Service Marketing

General Business Elective Requirements⁴**12**

¹ MATH 1150 Long Calculus I (3 c.h.) and MATH 1160 Long Calculus II (3 c.h.) may substitute for the BSM Calculus requirement.

² Beginning for students admitted Fall 2019.

³ If the course is not taken as a required course.

⁴ Any business course not being used for major course requirements, i.e., LGST, MGMT, MKTG, FINE, ACCN, ENRG, MGSC, INBS, INFO, TAXN.

Contact

For more information, contact the A. B. Freeman School of Business (<https://freeman.tulane.edu/contact-us/>).