

Marketing Major Checklist

TCU Core

- Humanities
- Humanities
- Humanities
- ECON 10223 (Social Science)***
- ECON 10233 (Social Science)***
- Social Science
- Oral Communication
- Natural Science
- Natural Science
- Fine Arts
- Religious Traditions
- Literary Traditions
- Historical Traditions
- Cultural Awareness
- Global Awareness
- Citizenship & Social Values
- ENGL 10803 (WCO I)***
- ENGL 20803 (WCO 2)
- MATH 10283 (MTH)***
**required for business*

Lower-Division Business Courses

- BUSI 10153
- INSC 20153 (*Excel required*)
- ACCT 20353 (*sophomore*)
- INSC 20263 (*sophomore*)
- ENTR 20153 (*sophomore*)

Graduation Requirements

- 42 upper-level hours
_____needed
- 58 TCU hours
_____needed

Business Core (required of all Neeley students) = 22 hours

- MARK 30153 Marketing Management (*take before first semester in the major*)
- BUSI 30383 Global Business with an Ethical Lens (*CA; prerequisite BUSI 10153*)
- FINA 30153 Financial Management (*must be taken before MANA 40153; prerequisite ACCT 20353 & INSC 20513 C- or higher*)
- INSC 30313 Supply Chain Management
- INSC 30801 Business Applications in Excel (1-hour course)
- MANA 30153 Organizational Management
- ACCT 40163 Decision-Making and Control (*prerequisite ACCT 20353*)
- MANA 40153 Strategic Management (*prerequisite MANA 30153, FINA 30153, INSC 30313, MARK 30153*)

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 elective (choose from list)
- MARK elective (choose from list)
- MARK elective (choose from list)
- MARK elective (choose from list)
 - 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 (*CA or GA*)
 - MARK 40223 Exceptional Service Experiences
 - MARK 40233 Multimedia Marketing Campaigns
 - MARK 40243 Product & Brand Management
 - MARK 40253 Sales Management
 - MARK 40263 Foundations of Selling
 - MARK 40273 Consultative Selling
 - MARK 40970 Special Problems in Marketing
 - INSC 40323 Procurement & Supply Management

Admit term prior to Fall 2022:

124 hours - _____ - _____ = _____
 Completed Enrolled Remaining hrs.

Admit term Fall 2022 or later:

120 hours - _____ - _____ = _____
 Completed Enrolled Remaining hrs.

Additional free elective hours needed

to meet graduation requirements _____

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 40213 International Marketing (*MARK 30153 with C- or higher*)
- MARK 40143 Marketing AI & Automation (*MARK 30153 and MARK 30113 with C- or higher; MARK 30243 with C- or higher or concurrent*)
- 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 40253 Sales 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*)

Suggested Courses Semester: _____
