

# Marketing Major Checklist

## TCU Core

- |   |  |
|---|--|
| <input type="checkbox"/> Humanities                           | <input type="checkbox"/> Religious Traditions        |
| <input type="checkbox"/> Humanities                           | <input type="checkbox"/> Literary Traditions         |
| <input type="checkbox"/> Humanities                           | <input type="checkbox"/> Historical Traditions       |
| <input type="checkbox"/> <b>ECON 10223 (Social Science) *</b> | <input type="checkbox"/> Cultural Awareness          |
| <input type="checkbox"/> Social Science                       | <input type="checkbox"/> Global Awareness            |
| <input type="checkbox"/> Social Science                       | <input type="checkbox"/> Citizenship & Social Values |
| <input type="checkbox"/> Oral Communication                   | <input type="checkbox"/> <b>ENGL 10803 (WCO I) *</b> |
| <input type="checkbox"/> Natural Science                      | <input type="checkbox"/> ENGL 20803 (WCO 2)          |
| <input type="checkbox"/> Natural Science                      | <input type="checkbox"/> <b>MATH 10283 (MTH)*</b>    |
| <input type="checkbox"/> 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 30350 Required**)
- ☐ MANA 30350 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)