

MARKETING MAJOR

Degree Requirements

All students are required to complete overall degree requirements in addition to their major. Please see Degree Completion Requirements (<https://catalog.hiram.edu/undergraduate/student-academic-responsibilities-performance/degree-completion-requirements/>) for full details for students entering in the 2022-2023 catalog year.

Those students who started at Hiram prior to the 2022-2023 academic year will follow the Degree Requirements outlined in your catalog of record.

Major Requirements

Students may not double major in management and marketing, marketing and sport management, or marketing and accounting & financial management unless they have received permission from the program faculty.

Students interested in the marketing major should begin with the following courses:

Code	Title	Hours
MKTG 15500	PRINCIPLES OF MARKETING:CA	4
MGMT 11800	ORGANIZATIONAL BEHAVIOR:CA	4
MATH 10800	STATISTICS:MM (MATH 10800 is a required correlative course)	4
ECON 20100	PRIN OF MICROECONOMICS:MM	4
ECON 20200	PRINCIPLES OF MACROECONOMICS	4
ACCT 10100	ACCOUNTING & BUSINESS BASICS ¹	1
ACCT 22600	MANAGERIAL ACCOUNTING	3
MKTG 31800	CONSUMER BEHAVIOR	3
MKTG 35400	RESEARCH DEVELOPMENT	1
MKTG 35500	MARKETING RESEARCH	3
MKTG 48000	MARKETING SENIOR SEMINAR	4
Marketing electives: 12 or more credits required. Students may take one elective that does not have the MKTG designation; this elective could be from ACCT, ECON, MGMT, or SPMT. ²		12
Total Hours		47

Students must have a C- or better in the core courses, except for MKTG 48000 MARKETING SENIOR SEMINAR, and must maintain a 2.0 GPA in the major.

1

Students who have taken ACCT 22500 FINANCIAL ACCOUNTING:CA (or equivalent) do not need to take ACCT 10100 ACCOUNTING & BUSINESS BASICS.

2

For the final 12 credits, students should consult with an advisor in the program. Students may only take one elective with a non-MKTG designation. A variety of courses will be offered such as Consumer Behavior, Marketing Mix, Modern Marketing Strategies and Models, Digital Marketing, Social Media Marketing, New Product Development, Marketing Research, etc.

Pathway

Course	Title	Hours	Term
First Year			
Fall 12 Week			
UCS 10101	FIRST-YEAR ENDURING QUESTIONS	4	_____
Hiram Core Requirement		4	_____
ECON 20100	PRIN OF MICROECONOMICS:MM	4	_____
Hours		12	
Fall 3 Week			
Hiram Core Requirement		3	_____
Hours		3	
Spring 12 Week			
UCS 20201	ADDRESSING URGENT QUESTIONS	4	_____
MKTG 15500 or MGMT 11800	PRINCIPLES OF MARKETING:CA or ORGANIZATIONAL BEHAVIOR:CA	4	_____
Hiram Core Requirement		4	_____
Hours		12	
Spring 3 Week			
Hiram Core Requirement or Elective		3-4	_____
Hours		3-4	
Second Year			
Fall 12 Week			
Hiram Core Requirement		4	_____
MKTG 15500 or MGMT 11800	PRINCIPLES OF MARKETING:CA or ORGANIZATIONAL BEHAVIOR:CA	4	_____
ACCT 10100	ACCOUNTING & BUSINESS BASICS	1	_____
Core Requirement, Elective, or Minor Course		4	_____
Potential Elective		1-3	_____
Hours		14-16	
Fall 3 Week			
MKTG 31800	CONSUMER BEHAVIOR	3	_____
Hours		3	
Spring 12 Week			
ECON 20200	PRINCIPLES OF MACROECONOMICS	4	_____
MKTG Elective		4	_____
Core Requirement, Elective, or Minor Course		4	_____
Hours		12	
Spring 3 Week			
ACCT 22600	MANAGERIAL ACCOUNTING	3	_____
Hours		3	
Third Year			
Fall 12 Week			
UCS 30301	URGENT CHALLENGE SEMINAR:TT	4	_____
MATH 10800	STATISTICS:MM	4	_____
MKTG 35400	RESEARCH DEVELOPMENT	1	_____

MKTG Elective		3-4	_____
Potential Elective		1-3	_____
Hours		13-16	
Fall 3 Week			
Hiram Core Requirement		3-4	_____
Hours		3-4	
Spring 12 Week			
MKTG Elective		4	_____
Elective		3-4	_____
Hiram Core Requirement		4	_____
Hours		11-12	
Spring 3 Week			
MKTG 35500	MARKETING RESEARCH	3	_____
Hours		3	
Fourth Year			
Fall 12 Week			
Hiram Core Requirement		4	_____
MKTG Elective or Elective		4	_____
Elective or Hiram Core Requirement		3-4	_____
Hours		11-12	
Fall 3 Week			
MKTG Elective or Elective		3-4	_____
Hours		3-4	
Spring 12 Week			
MKTG 48000	MARKETING SENIOR SEMINAR	4	_____
Hiram Core Requirement		4	_____
Hiram Core Requirement		4	_____
Hours		12	
Spring 3 Week			
Elective		3-4	_____
Hours		3-4	
Total Hours		121-132	