

Department of Business

Marketing Major

# Marketing Major Checklist

Student Name:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Graduation Year:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Business Requirements**

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| --- | --- | --- | --- | --- |
| **Completed** | **Title** | **Year** | **Course #** | **Credits** |
| **Business Prerequisites**  |
|  | Intro to Statistics (or above) | 1 or 2 | MATH 140 | 3 |
|  | Finite Mathematics with Calculus (or above) | 1  | MATH 160 | 5 |
|  | Principles of Economics  | 1 | ECON 210 | 4 |
| **Business Core** |
|  | Financial and Managerial Accounting 1 | 1 or 2 | BNAC 259 | 4 |
|  | Business Analytics | 1 or 2 | BNSS 281 | 4 |
|  | Organizational Behavior & Management  | 2 or 3 | BNMG 310 | 4 |
|  | Marketing | 3 | BNMK 321 | 4 |
|  | Business Law I | 2 or 3 | BNSS 340 | 4 |
|  | Financial Management | 3 | BNFN 341 | 4 |
|  | Strategic Management | 4 | BNSS 495 | 4 |
| **3 must be selected from:** |
|  | Global Supply Chain Management | 3 or 4 | BNMG 416 | 4 |
|  | Sales & Sales Management | 3 or 4 | BNMK 420 | 4 |
|  | Promotions Management | 3 or 4 | BNMK 421 | 4 |
|  | International Marketing (GP) | 3 or 4 | BNMK 426 | 4 |
|  | Topics in Marketing\* | 3 or 4 | BNMK 427 | 4 |
|  | Sport Marketing | 3 or 4 | BNSM 451 | 4 |
|  | Independent Study\*\*, \*\*\* | 3 or 4 | BNSS 480 | 3 - 5 |
|  | Seminar\*\*, \*\*\* | 3 or 4 | BNSS 485 | 3 - 5 |
|  | Interdisciplinary Seminar\*\*, \*\*\* | 3 or 4 | BNSS 486 | 3 - 5 |
|  | Internship\*\* | 3 or 4 | BNSS 487 | 3 - 5 |

\*May be repeated for credit with different content

\*\* If the topic is closely related to marketing as determined by the supervising instructor

\*\*\*Only one of BNSS 480, 485, and 486 may count toward the major.

**Faculty Advisors:**

Michelle Nelson

Gayatree Sarma

**Linfield Curriculum: \***

|  |  |  |  |
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| **New Category** | **Credits** | **Course Taken and When** | **Exemplar Submitted (Mark X)** |
| Inquiry Seminar (INQS) | 4 |  |  |
| **Six Modes of Inquiry** |
| Upper Division Course\*\* | 3 |  |  |
| Creative Studies (CS) | 3 |  |  |
| Individuals, Systems, and Societies (IS) | 3 |  |  |
| Natural World (NW) | 3 |  |  |
| Quantitative Reasoning (QR) | 3 |  |  |
| Ultimate Questions (UQ) | 3 |  |  |
| Vital Past (VP) | 3 |  |  |
| **Diversity Studies** |
| U.S. Pluralisms (US) | 3 |  |  |
| Global Pluralisms (GP) | 3 |  |  |
| Paracurricular – PE |  |  |  |
| Paracurricular – Any |  |  |  |
| Paracurricular – Any |  |  |  |
| Note: Three credits in paracurricular courses are required, one of which must be in physical education or dance. No more than 4 paracurricular courses from any one department, and no more than 8 paracurricular credits, may be counted toward graduation. Colloquium (IDST 007, 008, or 009) is included in the 8-credit maximum. \*\*The Oregon Board of Accountancy limits the number of Paracurricular credits to 3 and the number of internship credits to 4. |

\*Credits listed for the Six Modes of Inquiry & Diversity Studies are minimum requirements.

\*\*The Upper-Division course must be at the 300-level or above, it must be in one of the Six Modes of Inquiry

 (CS; IS; NW; QR; UQ; and VP), and it must be a course from outside the student’s major department.

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| **Select One** |
|  | BA 2 semesters of foreign language at elementary level **OR** 1 semester above elementary level |
|  | BS 2 (3 credit) courses in a single natural science, social/behavioral science, or mathematics |
| **Complete if Applicable** |
| Additional Advisor(s) |  |
| Other Major(s) |  |
| Other Minor(s) |  |
| **General Notes****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_****\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** |

  *Revised: 5/18/23*