

BACHELOR OF SCIENCE WITH A MAJOR IN MARKETING

REQUIREMENTS

The following requirements must be fulfilled: 120 credits, including 77 credits in required courses and 43 credits in elective courses.

Code	Title	Credits
General education and pre-business		
UW 1020	University Writing	
One critical analysis in the humanities course. ¹		
One scientific reasoning with lab course. ¹		
Pre-business courses		
One of the following two-course sequences in mathematics: ²		
MATH 1051 & MATH 1252	Finite Mathematics for the Social and Management Sciences and Calculus for the Social and Management Sciences	
or MATH 1231 & MATH 1232	Single-Variable Calculus I and Single-Variable Calculus II	
BADM 1001 & BADM 1002	First-Year Development Course I and First-Year Development Course II ³	
or BADM 1003	Transfer Student Development Course	
BADM 3001	Career Management Strategy ⁴	
BADM 4001	Leadership and Career Launch ⁵	
ECON 1011	Principles of Economics I	
ECON 1012	Principles of Economics II	
DNSC 1001	Business Analytics I: Statistics for Descriptive and Predictive Analytics	
or APSC 3115	Engineering Analysis III	
or STAT 1051	Introduction to Business and Economic Statistics	
or STAT 1053	Introduction to Statistics in Social Science	
or STAT 1111	Business and Economic Statistics I	
DNSC 2001	Business Analytics II: Predictive and Prescriptive Analytics	
or ECON 2123	Introduction to Econometrics	
or STAT 2112	Business and Economic Statistics II	

or STAT 2118	Regression Analysis
or STAT 2123	Introduction to Econometrics

Code	Title	Credits
Required		
Business core courses		
BADM 3401	Contemporary Marketing Management	
or BADM 3401W	Contemporary Marketing Management	
Four courses selected from the following:		
ACCY 2001	Introduction to Financial Accounting	
BADM 2001W	Markets and Politics	
or BADM 2001	Markets and Politics	
BADM 3103	Human Capital in Organizations	
BADM 3501	Financial Management and Markets	
BADM 3601	Operations Management	
BADM 4101	Business Ethics and the Legal Environment	
or BADM 4101W	Business Ethics and the Legal Environment	
BADM 4801	Strategy Formulation and Implementation	
IBUS 3001	Introduction to International Business	
Marketing courses		
MKTG 3142	Consumer Behavior	
or MKTG 3142W	Consumer Behavior	
MKTG 3143	Marketing Research	
MKTG 4148	Advertising and Marketing Communications	
or MKTG 4156	Integrated Marketing Communications	
MKTG 4154	Digital Marketing	
MKTG 4162	Digital Marketing Analytics	
Five courses selected from the following:		
MKTG 4149	Advanced Advertising Campaigns	
MKTG 4150	Salesmanship and Sales Management	
MKTG 4159	Marketing Strategy	

MKTG 4161 Pricing Strategy: Competitive and Dynamic Pricing

MKTG 4163 Applied Marketing Decision Analytics

MKTG 4164 Artificial Intelligence and Automated Marketing

MKTG 4165 Customer Relationship Management and Relational Databases

Electives

In general, students complete 43 credits in electives courses, or the minimum necessary to reach 120 credits for the degree. 18 of those credits must be taken outside of GWSB. Elective courses may be numbered 1000 to 4999. Electives may not include LSPA (Lifestyle, Sport, and Physical Activity) courses and may include a maximum of one HLWL (Health and Wellness) course. Students may use electives for an additional concentration, a second GWSB or non-GWSB major, or a minor.

¹See University General Education Requirement (<http://bulletin.gwu.edu/university-regulations/general-education/>) for a list of approved courses.

²Students should meet with a GWSB academic advisor to discuss other options for fulfilling the mathematics requirement.

³Freshmen are required to take BADM 1001 and BADM 1002; transfer students are required to take BADM 1003.

⁴BADM 3001 is offered with subject-specific sections and should be completed during the sophomore year, following successful completion of BADM 1001 and BADM 1002, or BADM 1003.

⁵BADM 4001 is offered with experiential-specific sections and should be completed in the senior year.