

BACHELOR OF SCIENCE WITH A MAJOR IN MARKETING

Marketing is a dominant force in today's competitive and dynamic business environment. The major in marketing equips GW students to work in sought after careers as brand and product managers, advertising and sales promotion specialists, sales people, marketing researchers and analysts, database and customer relationship managers, experts in digital and social media marketing, and senior executives shaping the competitive strategy and future of companies. The major in marketing trains students in current theories and research in consumer behavior, innovation, analytics, and the emerging technologies of artificial intelligence and automated marketing. Marketing department courses emphasize experiential learning, so that students develop strong problem solving and integration skills, think creatively, communicate clearly, and work effectively as a team leader and team member.

Visit the program website (<https://business.gwu.edu/academics/programs/undergraduate/bs-marketing/>) for additional information.

REQUIREMENTS

The following requirements must be fulfilled: a minimum of 120 credits, including University General Education (<http://bulletin.gwu.edu/university-regulations/general-education/>), pre-business, business core, and marketing major courses.

Students pursuing marketing as a second major should reference the marketing as a second major (p. 2) requirements section at the bottom of this page.

Code	Title	Credits
General Education courses		
UW 1020	University Writing	
Six credits in a combination of Writing in the Disciplines (WID) courses ¹		
One critical analysis in the humanities course. ²		
One scientific reasoning with lab course. ²		
Pre-business courses		
BADM 1001 & BADM 1002	Business Leader Foundations I and Business Leader Foundations II ³	
or BADM 1003	Business Leader Foundations for Transfer Students	
BADM 3001	Business Leader Career Strategy	
BADM 4001	Business Leader Launch	

DNSC 1001	Business Analytics I: Statistics for Descriptive and Predictive Analytics	
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	
or APSC 3115	Engineering Analysis III	
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	
ECON 1011	Principles of Economics I	
ECON 1012	Principles of Economics II	
One of the following sequences in mathematics: ⁴		
MATH 1231 & MATH 1232	Single-Variable Calculus I and Single-Variable Calculus II	
or MATH 1051 & MATH 1252	Finite Mathematics for the Social and Management Sciences and Calculus for the Social and Management Sciences	
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	
ACCY 2002	Introductory Managerial Accounting	
BADM 2001	Markets and Politics	
or BADM 2001W	Markets and Politics	
BADM 2301	Management Information Systems Technology	
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 major 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 4152 Retailing 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

MKTG 4900 Special Topics

or MKTG 4900W Special Topics

Electives

In general, students complete 43 credits in elective courses to reach the 120 credits required for the degree. 18 of those credits must be taken outside of GWSB. Elective courses may be applied to a GWSB concentration, a non-GWSB minor, or a GWSB or non-GWSB second major. Reference the GWSB undergraduate policies section for course restrictions.

¹ Must be taken after UW 1020 and in separate semesters.

² See University General Education Requirement (<http://bulletin.gwu.edu/university-regulations/general-education/>) for a list of approved courses.

³ First-year students are required to take BADM 1001 and BADM 1002; transfer students are required to take BADM 1003.

⁴ Students should meet with a GWSB academic advisor to discuss other options for fulfilling the mathematics requirement.

Requirements for a second major in marketing

Non-GWSB students may declare marketing as a second major directly with their home school advisor; a signature from a GWSB academic advisor is not required.

Students who pursue marketing as a second major must complete the following courses:

Code	Title	Credits
BADM 3401	Contemporary Marketing Management	
or BADM 3401W	Contemporary Marketing Management	
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	
Five courses selected from the following:		
MKTG 4149	Advanced Advertising Campaigns	
MKTG 4150	Salesmanship and Sales Management	
MKTG 4159	Marketing Strategy	
MKTG 4160	Global Marketing Strategy	
MKTG 4161	Pricing Strategy: Competitive and Dynamic Pricing	
MKTG 4162	Digital Marketing Analytics	
MKTG 4163	Applied Marketing Decision Analytics	
MKTG 4164	Artificial Intelligence and Automated Marketing	

MKTG 4165 Customer Relationship Management
and Relational Databases

MKTG 4900 Special Topics
or MKTG 4900W Special Topics