

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 (<https://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	
6 credits taken in at least two writing in the disciplines (WID) courses in two or more separate semesters. ¹		
One critical analysis in the humanities course. ²		
One scientific reasoning with laboratory course. ²		
One course with an approved oral communication component. 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	
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 DNSC 1001	Business Analytics I: Statistics for Descriptive and Predictive Analytics	
or APSC 3115	Engineering Analysis III	
STAT 2112	Business and Economic Statistics II	
or STAT 2118	Regression Analysis	
or STAT 2123	Introduction to Econometrics	
or DNSC 2001	Business Analytics II: Predictive and Prescriptive Analytics	
or ECON 2123	Introduction to Econometrics	
ECON 1011	Principles of Economics I	
ECON 1012	Principles of Economics II	
One of the following sequences in mathematics:		
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	
or MATH 1051 & MATH 1231	Finite Mathematics for the Social and Management Sciences and Single-Variable Calculus I	
or MATH 1220 & MATH 1221 & MATH 1051	Calculus with Precalculus I and Calculus with Precalculus II and Finite Mathematics for the Social and Management Sciences	
or MATH 1220 & MATH 1221 & MATH 1232	Calculus with Precalculus I and Calculus with Precalculus II and Single-Variable Calculus II	
Code Title Credits		
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

Six courses selected from the following:

MKTG 4149	Advanced Advertising Campaigns
MKTG 4150	Professional Selling: Technology & Luxury
MKTG 4152	Retailing 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
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MKTG 4900	Special Topics
or MKTG 4900W	Special Topics

Electives

In general, students complete 40 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 Courses must be taken after UW 1020 and in separate semesters.

² See University General Education Requirement (<https://bulletin.gwu.edu/university-regulations/general-education/>) for additional information regarding approved courses for this requirement.

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

Marketing as a second major

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	Professional Selling: Technology & Luxury	
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