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.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>General education courses</strong></td>
<td></td>
</tr>
<tr>
<td>UW 1020</td>
<td>University Writing</td>
<td>6 credits taken in at least two writing in the disciplines (WID) courses in two or more separate semesters.</td>
</tr>
<tr>
<td></td>
<td>One critical analysis in the humanities course.</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>One scientific reasoning with laboratory course.</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>One course with an approved oral communication component.</td>
<td>2</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Pre-business courses</strong></td>
<td></td>
</tr>
<tr>
<td>BADM 1001 &amp; BADM 1002</td>
<td>Business Leader Foundations I and Business Leader Foundations II</td>
<td></td>
</tr>
<tr>
<td>BADM 1003</td>
<td>Business Leader Foundations for Transfer Students</td>
<td></td>
</tr>
<tr>
<td>BADM 3001</td>
<td>Business Leader Career Strategy</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Business core courses</strong></td>
<td></td>
</tr>
<tr>
<td>BADM 3401</td>
<td>Contemporary Marketing Management</td>
<td></td>
</tr>
<tr>
<td>or BADM 3401W</td>
<td>Contemporary Marketing Management</td>
<td></td>
</tr>
</tbody>
</table>

Four courses selected from the following:
### Marketing major courses

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 3142</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>or MKTG 3142W</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>MKTG 3143</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>MKTG 4148</td>
<td>Advertising and Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>or MKTG 4156</td>
<td>Integrated Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>MKTG 4154</td>
<td>Digital Marketing</td>
<td></td>
</tr>
</tbody>
</table>

Six courses selected from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4149</td>
<td>Advanced Advertising Campaigns</td>
<td></td>
</tr>
<tr>
<td>MKTG 4150</td>
<td>Professional Selling: Technology &amp; Luxury</td>
<td></td>
</tr>
<tr>
<td>MKTG 4152</td>
<td>Retailing Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 4159</td>
<td>Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>MKTG 4160</td>
<td>Global Marketing Strategy</td>
<td></td>
</tr>
<tr>
<td>MKTG 4161</td>
<td>Pricing Strategy: Competitive and Dynamic Pricing</td>
<td></td>
</tr>
<tr>
<td>MKTG 4162</td>
<td>Digital Marketing Analytics</td>
<td></td>
</tr>
<tr>
<td>MKTG 4163</td>
<td>Applied Marketing Decision Analytics</td>
<td></td>
</tr>
<tr>
<td>MKTG 4164</td>
<td>Artificial Intelligence and Automated Marketing</td>
<td></td>
</tr>
</tbody>
</table>

### 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:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BADM 3401</td>
<td>Contemporary Marketing Management</td>
<td></td>
</tr>
<tr>
<td>or BADM 3401W</td>
<td>Contemporary Marketing Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 3142</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>or MKTG 3142W</td>
<td>Consumer Behavior</td>
<td></td>
</tr>
<tr>
<td>MKTG 3143</td>
<td>Marketing Research</td>
<td></td>
</tr>
<tr>
<td>MKTG 4148</td>
<td>Advertising and Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>or MKTG 4156</td>
<td>Integrated Marketing Communications</td>
<td></td>
</tr>
<tr>
<td>MKTG 4154</td>
<td>Digital Marketing</td>
<td></td>
</tr>
</tbody>
</table>

Five courses selected from the following:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4149</td>
<td>Advanced Advertising Campaigns</td>
<td></td>
</tr>
<tr>
<td>MKTG 4150</td>
<td>Professional Selling: Technology &amp; Luxury</td>
<td></td>
</tr>
</tbody>
</table>

---

1. Courses 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 additional information regarding approved courses for this requirement.
3. First-year students take BADM 1001 and BADM 1002; transfer students take BADM 1003.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4159</td>
<td>Marketing Strategy</td>
</tr>
<tr>
<td>MKTG 4160</td>
<td>Global Marketing Strategy</td>
</tr>
<tr>
<td>MKTG 4161</td>
<td>Pricing Strategy: Competitive and Dynamic Pricing</td>
</tr>
<tr>
<td>MKTG 4162</td>
<td>Digital Marketing Analytics</td>
</tr>
<tr>
<td>MKTG 4163</td>
<td>Applied Marketing Decision Analytics</td>
</tr>
<tr>
<td>MKTG 4164</td>
<td>Artificial Intelligence and Automated Marketing</td>
</tr>
<tr>
<td>MKTG 4165</td>
<td>Customer Relationship Management and Relational Databases</td>
</tr>
<tr>
<td>MKTG 4900</td>
<td>Special Topics</td>
</tr>
<tr>
<td>or MKTG 4900W</td>
<td>Special Topics</td>
</tr>
</tbody>
</table>