A. B. Freeman School of Business

Tulane University
A. B. Freeman School of Business
Howard-Tilton Library Lower Level
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freeman.tulane.edu/programs/bsm/majors.php
## General Requirements for Students Matriculating in Academic Year: 2017-2018

### Degree: Bachelor of Science Management  
### Total Credits: 122

**Major:** Marketing  
**Minimum Cumulative Grade Point Average:** 2.0  
**Minimum Major Grade Point Average:** 2.0

### Core Curriculum Requirements

<table>
<thead>
<tr>
<th>Area</th>
<th>Credits</th>
<th>To Be Selected From</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Year Writing</td>
<td>4</td>
<td>ENGL 1010 or Equivalent</td>
</tr>
<tr>
<td>TIDES – 1 course in fall semester</td>
<td>1-1.5</td>
<td></td>
</tr>
<tr>
<td>Foreign Language – Competence at 1020-Level (1-2 courses depending on placement and language)</td>
<td>3-8</td>
<td>Arabic, Chinese, French, German, Greek, Hebrew, Italian, Japanese, Latin, Portuguese, Russian, or Spanish</td>
</tr>
<tr>
<td>Cultural Knowledge – 1 Humanities</td>
<td>6</td>
<td>Courses designated Humanities and Fine Arts</td>
</tr>
<tr>
<td>Cultural Knowledge – 1 Fine Arts</td>
<td>6</td>
<td>ECON 1010 and 1020</td>
</tr>
<tr>
<td>Quantitative Reasoning</td>
<td>3-4</td>
<td>MATH 1210 or equivalent and MATH 1140 or MATH 1230</td>
</tr>
<tr>
<td>Scientific Inquiry – 1 Lab Science</td>
<td>7-8</td>
<td>Courses from departments</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Designated Science</td>
</tr>
<tr>
<td></td>
<td></td>
<td>PSYC 1000, 1001</td>
</tr>
<tr>
<td>Public Service – 1st Tier</td>
<td></td>
<td>1000-3000-Level</td>
</tr>
<tr>
<td></td>
<td></td>
<td>3000-Level or above</td>
</tr>
<tr>
<td>Western Traditions</td>
<td>3</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
</tr>
<tr>
<td>Outside Western Traditions Or Comparative Cultures Intl. Perspectives</td>
<td>3</td>
<td>Refer to Undergraduate Core Curriculum Guide</td>
</tr>
</tbody>
</table>

### Minor Requirements for Marketing: 9 credit hours

**Select TWO courses from the following:**
- MKTG 4100 – Consumer Behavior
- MKTG 4110 – Research and Analytics
- MKTG 4120 – Marketing Strategy
- MKTG 4220 – Sales Force Management

**Plus THREE credits of the following:**
- MKTG 4100 – Consumer Behavior
- MKTG 4105 – Consumer Relationship Marketing
- MKTG 4110 – Research and Analytics
- MKTG 4117 – Business to Business Marketing
- MKTG 4120 – Marketing Strategy
- MKTG 4127 – Channels of Distribution
- MKTG 4137 – Pricing
- MKTG 4145 – New Products Marketing
- MKTG 4155 – Brand Management
- MKTG 4165 – Retailing

Discuss additional options for elective credit with business coordinator.

**Note:** The Marketing Minor is only available to students who are in the A. B. Freeman School of Business.

### Major Requirements

<table>
<thead>
<tr>
<th>Required Non-Business Courses</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MATH 1140 or equivalent</td>
<td></td>
</tr>
<tr>
<td>MATH 1140 or MATH 1230</td>
<td></td>
</tr>
<tr>
<td>ECON 1010</td>
<td></td>
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<tr>
<td>ECON 1020</td>
<td></td>
</tr>
<tr>
<td>PSYC 1000, 1001</td>
<td></td>
</tr>
<tr>
<td>TIDES (TIDB recommended)</td>
<td></td>
</tr>
<tr>
<td>TIDB Make-Up (LGST 4100 or MGMT 4150)</td>
<td></td>
</tr>
</tbody>
</table>

### BSM Core Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCN 2010</td>
<td>1</td>
</tr>
<tr>
<td>ACCN 3010</td>
<td>1</td>
</tr>
<tr>
<td>FINE 3010</td>
<td>1</td>
</tr>
<tr>
<td>LGST 3010</td>
<td>1</td>
</tr>
<tr>
<td>MCOM 3010</td>
<td>1</td>
</tr>
<tr>
<td>MGMT 3010</td>
<td>1</td>
</tr>
<tr>
<td>MGSC 3010</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 3010</td>
<td>1</td>
</tr>
<tr>
<td>MGMT 4010</td>
<td>1</td>
</tr>
<tr>
<td>MGMT 4900 (Capstone)</td>
<td>1</td>
</tr>
<tr>
<td>CDMA 1201</td>
<td>1</td>
</tr>
</tbody>
</table>

### Major Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG 4110</td>
<td>1</td>
</tr>
<tr>
<td>MKTG 4120</td>
<td>1</td>
</tr>
</tbody>
</table>

**Select TWO required courses:**
- MKTG 4100
- MKTG 4110
- MKTG 4120
- MKTG 4105
- MKTG 4117
- MKTG 4127
- MKTG 4137
- MKTG 4145
- MKTG 4155
- MKTG 4165
- MKTG 4220
- MKTG 4240
- MKTG 4250
- MKTG 4280
- MKTG 4285
- MKTG 4290
- MKTG 4600
- FINE 3200 (major/minor declared before fall 2015)

### Select Six credits from the following courses:

- MKTG 4105
- MKTG 4117
- MKTG 4127
- MKTG 4137
- MKTG 4145
- MKTG 4155
- MKTG 4165
- MKTG 4220
- MKTG 4240
- MKTG 4280
- MKTG 4285
- MKTG 4290
- MKTG 4600
- FINE 3200 (major/minor declared before fall 2015)

### Four Required Business Electives – 12 credit hours

### Free Electives – credit hours vary

**Study Abroad:** Paris, Madrid, Copenhagen
GENERAL INFORMATION
• Gaining relevant experience through part-time and summer jobs, volunteering or internships will help you explore career options and also increase your marketability.
• Develop skills by obtaining a leadership role in student government or a school or community organization.
• Excellent verbal and written communication skills are imperative for most careers related to marketing and sales.
• Most entry-level positions for marketing majors are sales-related.
• Many marketing majors seek positions in advertising, public relations, sports management and entertainment. Such positions are difficult to obtain and often require working your way up from the bottom level. Seek internships in these fields to give yourself an advantage.
• Develop the ability to work well with others.
• Engage in networking to maximize your employment opportunities.
• Marketing is good preparation for graduate study in business. An advanced degree can open greater opportunities, particularly in the areas of brand management and market research.

SKILLS
• High proficiency in written/oral communications
• Reading comprehension skills
• Critical thinking skills
• Creativity
• Analysis and interpretation of data
• Sales of products and/or services
• Multiple learning strategies
• Ability to research business problems
• Ability to predict and create trends
• Ability to influence

What Can I Do with a Major in…
Marketing

SALES
• Industrial sales
• Consumer product sales
• Financial services sales
• Services sales
• Advertising sales

EMPLOYERS
• Profit and nonprofit organizations
• Service providers
• Manufacturers
• Financial companies
• Insurance companies
• Media companies: print, electronic, television, radio
• Consulting firms

RETAIL
• Buying
• Store management

Market Research
• Market research
• Competitive analysis
• Transportation analysis

If you are interested in information about Law Professions, please go to: LawProfessions.Tulane.edu
If you are interested in information about Health Professions, please go to: HealthProfessions.Tulane.edu
### What Can I Do with a Major in… Marketing

#### BANKING
- Commercial lending
- Branch management
- Operations
- Commercial banks
- Credit unions
- Savings and loan associations

#### NONPROFIT SECTOR
- Research
- Curatorial
- Administration
- Writing
- Archive management
- Public relations
- History museums and historical sites
- Historical associations and societies
- Cultural heritage organizations
- Research organizations
- Libraries
- Colleges and universities

#### BUSINESS/INDUSTRY
- Brand management
- Consulting
- Business analysis
- Distribution management
- Export/import management
- Merchandise analysis
- Consumer goods
- Service providers
- Industrial goods
- Consulting firms
- Sports teams/athletics

#### PROFESSIONAL ORGANIZATIONS
- American Advertising Federation
  www.aaf.org
- American Marketing Association
  www.ama.org
- The Ad Council
  www.adcouncil.org
- Direct Marketing Association
  www.the-dma.org
- Brand Activation Association
  www.baalink.org
- Society of Marketing Professional Services
  www.smps.org
- American Association of Advertising Agencies
  www.aaaa.org
- Business Marketing Association
  www.marketing.org

#### RELATED WEBSITES & ASSOCIATIONS
- Marketing Jobs
  www.marketingjobs.com
- Careers in Marketing
  www.careers-in-marketing.com
- Marketing and Sales Jobs Page
  www.nationjob.com/marketing
- Sales & Marketing Executives International
  www.smei.org

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For Jobs, internships, resume assistance, interviews, and self-assessments, please go to:

Tulane University is committed to your academic success and provide several services to assist.