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# Marketing

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## Helpful Hints

- Marketing has two available emphasis areas – Sales emphasis or Distribution and Logistics emphasis. An emphasis is NOT required.
- MKT 375 can always apply to a MKT major elective and Ethics, except in Distribution and Logistics and Sales emphasis. MKT 375 sometimes offered as SWS.
- Marketing – Sales MKT 356 is a prerequisite to MKT 456.

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### ***Seidman Repeat Policies***

*Students can only repeat three business courses when completing a Seidman major.*

*Students can only repeat a single business course one time while completing a Seidman Major.*

## Seidman Success Standards

The Seidman College of Business permits access to upper level (300-400 level) business courses after meeting the following Seidman Success Standards:

1. Earn at least 55 credits (junior standing)
2. Overall GPA of 2.500 or higher
3. Complete the following six courses with a combined 2.500 GPA or higher: ACC 212, BUS 201, ECO 210, ECO 211, MGT 268, STA 215

Students admitted to GVSU prior to catalog year 2016-17 will follow the secondary admission criteria of 2.75 overall GPA and 55 earned credits.

## Marketing Major Courses

- MKT 351
- MKT 352
- MKT 451
- (3) MKT Elective 300-400

## Marketing – Distribution & Logistics

### Emphasis Major Courses

- MKT 351
- MKT 352
- MKT 354
- MKT 355
- MKT 451
- MKT 457

## Marketing – Sales Emphasis Major Courses

- MKT 351
- MKT 352
- MKT 353
- MKT 356
- MKT 456
- MKT 451

**In addition all MKT major must complete the following courses:**

- CIS requirement (see advisor for options)
- STA 215
- Quantitative Group (choose one: MTH 122, MTH 125, MTH 201, PHI 103, MGT 361)

## Business Subject Areas for 300-400 level

### Seidman electives

- Accounting (ACC)
- Business (BUS)
- Economics (ECO)
- Entrepreneurship (ENT)
- Finance (FIN)
- Management (MGT)
- Marketing (MKT)

### Business Core Course:

- ACC 212 Financial Accounting
- ACC 213 Managerial Accounting
- BUS 201 Legal Environment for Business
- ECO 210 Macroeconomics
- ECO 211 Microeconomics (or ECO 200 for 210/211)
- ECO 300-400 Upper Level Economics
- FIN 320 Managerial Finance
- MKT 350 Marketing Management
- MGT 268 Management Information Systems
- MGT 331 Concepts of Management
- MGT 366 Operations Management
- Ethics Options: ACC 333, ECO 440, FIN 330, MGT 340, MGT 438, MKT 375
- (3) Seidman Elective 300-400 level
- MGT 495

## Contact Us

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