

SY SYMS SCHOOL OF BUSINESS
PROGRAM OF STUDY – BEREN CAMPUS
(EFFECTIVE NOVEMBER 2025)

MARKETING MAJOR
(27 CREDITS)

Required Marketing courses:

- ☐ MAR 2501 Buyer Behavior
- ☐ MAR 3318 Social Media Marketing
- ☐ One of the following two courses:
 - MAR 2621 Applied Research
 - MAR 3320 Digital Media
- ☐ MAR 3720 Marketing Capstone

Two (2) Marketing elective courses:

- ☐ MAR _____
- ☐ MAR _____

Three (3) business elective courses

- ☐ BUS ELEC #1 _____
- ☐ BUS ELEC #2 _____
- ☐ BUS ELEC #3 _____

Notes about business electives for Marketing majors:

- One Computer Science course (excluding Intro to CS for non-majors), and one Economics course count without prior approval.
- One non-business or correlate elective, may qualify subject to prior departmental approval.
- Three Psychology courses may count as business electives, without prior approval.

DUALS:

- To earn a double major, select two subjects and complete the required and major elective courses for each major, for a total of 12 courses. The business electives listed under each major are not required.
- Students who complete three business electives within one subject area may earn a minor. These courses would also count as the business electives for your major.
- Please meet with your advisor if you are interested in a liberal arts minor.