Major in Marketing

A student specializing in marketing must take [BUS 430](http://cbe.elmhurst.edu/academic/bus.asp#BUS430) Marketing Problems and four of the following courses in addition to the [Business Core](http://cbe.elmhurst.edu/academic/core.asp) curriculum.

***Required:***

* [BUS 301](http://cbe.elmhurst.edu/academic/bus.asp#BUS301) Business Logistics
* [BUS 331](http://cbe.elmhurst.edu/academic/bus.asp#BUS331) Sales
* [BUS 332](http://cbe.elmhurst.edu/academic/bus.asp#BUS332) Retailing Management
* [BUS 334](http://cbe.elmhurst.edu/academic/bus.asp#BUS334) Advertising
* [BUS 335](http://cbe.elmhurst.edu/academic/bus.asp#BUS335) Consumer Behavior
* [BUS 336](http://cbe.elmhurst.edu/academic/bus.asp#BUS336) Marketing Research
* [BUS 375](http://cbe.elmhurst.edu/academic/bus.asp#BUS375) International Marketing Management
* [BUS 485](http://cbe.elmhurst.edu/academic/bus.asp#BUS485) Internship (in Marketing)

Major in Marketing with an Accompanying International Business Minor

Courses in addition to the business administration Core and DOB subject major requirements for a concentration in international business would include the following:

* [ECO 314](http://cbe.elmhurst.edu/academic/eco.asp#ECO314) International Economics  
  or [ECO 316](http://cbe.elmhurst.edu/academic/eco.asp#ECO316) Comparative Economic Systems
* [BUS 375](http://cbe.elmhurst.edu/academic/bus.asp#BUS375) International Marketing Management
* [BUS 376](http://cbe.elmhurst.edu/academic/bus.asp#BUS376) International Finance and Accounting

**Note:** Course majors in non-DOB areas, such as political science or geography, who wish to have a concentration in international business will need to take specific DOB-required prerequisites equivalent to a minor in business administration.