Management: 
Concentration in Marketing
48 credits
Bachelor of Science

The Management major with a Marketing concentration provides students with a well-rounded education in the role that marketing has in a firm, its industries, and the economy. With these concentration courses, students learn how to apply the concepts needed to develop a rationale from a marketing perspective that guides an organization’s decisions and the activities of a firm.

Core Management Courses 6 courses - 18 credits
MGMT 0021 The Management Process
MGMT 0022 Financial Accounting
MGMT 0023 Managerial Accounting
MGMT 1818 Management Science
MGMT 1820 Operations Management
MGMT 1821 Introduction to Finance

Marketing Concentration 4 courses - 12 credits
MGMT 1819 Introduction to Marketing
MGMT 1827 Digital Marketing and Commerce
MGMT 1869 Marketing Research
COMMRC 1310 Advertising Strategy and Practices

Electives 5 courses - 15 credits
1. Choose 3 courses out of any MGMT, or INFSCI.
2. Choose 2 courses out of any MGMT, HCM, or another course from approved MGMT elective list. One of the two can be an internship for 3 credits. See an Advisor for details.

Additional Requirements 1 course - 3 credits
After earning 90 credits, and fulfilling each course within the core, all Management majors must take MGMT 1955—Strategic Management, to fulfill the capstone course requirement.

Liberal Arts Courses
Management majors must take the following courses used to satisfy the General Education requirements.

*Some of the courses listed below may have prerequisites.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
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<tbody>
<tr>
<td>CS 0098</td>
<td>Decision Making with Excel</td>
</tr>
<tr>
<td>MATH 0120</td>
<td>Business Calculus*</td>
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<tr>
<td>ECON 0100</td>
<td>Introduction to Microeconomic Theory</td>
</tr>
<tr>
<td>ECON 0110</td>
<td>Introduction to Macroeconomic Theory</td>
</tr>
<tr>
<td>PHIL 1380</td>
<td>Business Ethics</td>
</tr>
<tr>
<td>PSY 0680</td>
<td>Introduction to Industrial/Organizational Psychology*</td>
</tr>
<tr>
<td>STAT 1100</td>
<td>Statistics and Probability for Business Management</td>
</tr>
<tr>
<td>ENGCMP 0031</td>
<td>Business Writing*</td>
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