

INTERNATIONAL FINANCE AND MARKETING

Finance - Department Code: FIN

Marketing - Department Code: MKT

INTRODUCTION

The International Finance and Marketing (IFM) major is aimed at meeting the needs of students who want to pursue a career in international business, finance, and/or marketing.

EDUCATIONAL OBJECTIVES

The IFM major is designed to prepare students for the most critical areas of decision making in international business. The objective is to provide students with a comprehensive curriculum based on a strong program of international courses, and create opportunities for access to multinational companies and the international business community.

INTERNATIONAL FINANCE AND MARKETING MAJOR

Important Note: To major in IFM, a student must earn a grade of "B" or higher in both FIN302 *and* MKT201/301 (note that a grade of "B-" does not qualify).

The IFM major consists of a minimum of 21 semester hours beyond the core (FIN302 and MKT201/301). The IFM course requirements are:

Required Courses

Select either:

FIN303 Intermediate Financial Management

or

FIN320 Investment and Security Markets

Prerequisite(s)

FIN302

FIN302

Note: In choosing to take FIN303 and/or FIN320, students are strongly advised to consider the prerequisites of 400 level courses they might want to take later.

and

FIN330 International Finance FIN302

FIN431 International Financial Management FIN302, FIN330

MKT302 Marketing Research and Market Analysis MKT201/301, MAS202

MKT360 International Marketing MKT201/301

MKT469 International Marketing Management MKT360

and

One (1) additional finance course at the 400 level.

All courses must be taken within the current prerequisite structure.

DEPARTMENTAL HONORS

Students may qualify for departmental honors by meeting the following requirements:

- Have earned a cumulative grade point average above of 3.65 (as defined by the university for the purpose of honors determination);
- Have an overall grade point average in FIN302, MKT201/301, and the courses in the major of 3.5 or higher; and
- Enroll in, and successfully complete, an honors section of a 400 level course.

To achieve *cum laude*, *magna cum laude* or *summa cum laude* designations, a student must meet the University's requirements.