

MAJOR: Marketing (beginning with 2014 catalog)**4-Year Degree Plan: BSBA, internship and minor required**

Freshman Fall Semester			Freshman Spring Semester		
Course #	Title	SH	Course #	Title	SH
ENG 101	English Composition I (Core 1)	3	ENG 102	English Composition II (Core 4)	3
MKT 233	Principles of Marketing	3	PSYC 101	General Psychology	3
IS 221	Information Technology	3	MGT 240	Introduction to Management	3
CORE	Institutional Requirement (Core 2)	3	ECON 232	Microeconomics (Core 5)	3
HS 180	Lifetime Wellness (Core 3)	2	CORE	Institutional Requirement (Core 6)	3
TOTAL		14	TOTAL		15

Sophomore Fall Semester			Sophomore Spring Semester		
Course #	Title	SH	Course #	Title	SH
ACCT 201	Financial Accounting	3	ACCT 202	Managerial Accounting	3
MATH 208	Elementary Statistics (MATH Core 7)	3	MGT 319	Operations Management	3
ECON 233	Macroeconomics (Core 8)	3	MAJOR	Marketing Elective (1)	3
CORE	Institutional Requirement (Core 9)	3	MINOR	Minor Course (1)	3
CORE	Institutional Requirement (Core 10)	3	CORE	Institutional Requirement (Core 11)	3
TOTAL		15	TOTAL		15

Junior Fall Semester			Junior Spring Semester		
Course #	Title	SH	Course #	Title	SH
FIN 228	Financial Management	3	MGT 323	Business Communication	3
MKT 311	Market Analysis and Research	3	MKT 326	Consumer Behavior	3
MINOR	Minor Course (2)	3	MKT 313	Salesmanship	3
CORE GPS	Institutional Requirement (Core 12)	3	MAJOR	Marketing Elective (2)	3
CORE	Institutional Requirement (Core 13)	3	MINOR	Minor Course (3)	3
CORE	Institutional Requirement (Core 14)	3	MAJOR	Marketing Elective (3)	3
TOTAL		18	TOTAL		18

Senior Fall Semester			Senior Spring Semester		
Course #	Title	SH	Course #	Title	SH
MGT 401	Business Law I	3	MGT 499	Senior Assessment	1
MGT 489	Senior Seminar	3	MAJOR	Marketing Elective (5)	3
MKT 411	Marketing Management	3	MINOR	Minor Course (4)	3
CORE GPS	Institutional Requirement (Core 15)	3	CORE GPS	Institutional Requirement (Core 16)	3
	Marketing Internship/		CORE	Institutional Requirement (Core 17)	3
BUS 339	Marketing Elective (4)	3	CORE	Institutional Requirement (Core 18)	3
TOTAL		15	TOTAL		16

126 TOTAL HOURS (in some cases total hours may be less per notations below)

Notes:

- 1.) *Institutional Requirements - refer to catalog for specific guidelines/course options.*
- 2.) *Nine SH Global Passport Strategies (GPS) allotted in this plan (please note in some instances GPS courses may simultaneously satisfy multiple institutional/degree requirements). For example, IS 346 and MKT 310 are GPS courses that are also Marketing electives, The Global Competency Requirement offers 3 tracks to completion. Students must complete one track. Three GPS courses are included in this guide.*
- 3.) *This plan accommodates any 12 semester hour minor including business and economics minors.*
- 4.) *Refer to program evaluation for verification of program progress.*