

Catalog Year 2017-2018 Sample 4-Year Schedule BS in Marketing

First Year

<u>Semester 1 - Fall</u>	Credits	<u>Semester 2 - Spring</u>	Credits
ENGH 101 Composition (or 100)	3 (or 4)	COMM 100/101 Oral Communication	3
ECON 103 Microeconomics	3	BUS 103 Professional Skills I	3
Fine Arts	3	MATH 108 Calculus	3
BUS 100 Business and Society	3	Laboratory Science	4
General Elective	3	ECON 104 Macroeconomics	3
(Math 008 self-paced tutorial if needed)	(0)		
Semester Credits:	15	Semester Credits:	16
Cumulative Credits:	15	Cumulative Credits:	31

Second Year

<u>Semester 3 - Fall</u>	Credits	<u>Semester 4 - Spring</u>	Credits
Laboratory Science	4	BULE 303 Legal Environment of Business	3
BUS 210 Business Analytics I	3	HIST 100 or 125 Western Civilization	3
Literature	3	MKTG 303 Principles of Marketing	3
BUS 200 Global Environment of Business	3	BUS 310 Business Analytics II	3
ACCT 203 Survey of Accounting	3	General Elective	3
Semester Credits:	16	Semester Credits:	15
Cumulative Credits:	47	Cumulative Credits:	62

Third Year

<u>Semester 5 - Fall</u>	Credits	<u>Semester 6 - Spring</u>	Credits
MKTG 312 Consumer Behavior	3	MGMT 303 Principles of Management	3
ACCT 303 Accounting for Decision Making	3	BUS 303 Professional Skills II	3
MIS 303 Management Info Systems	3	OM 303 Operations Management	3
ENGH 302 (Business section recommended)	3	MKTG 351 Marketing Research	3
General Elective	3	MKTG Elective	3
Semester Credits:	15	Semester Credits:	15
Cumulative Credits:	77	Cumulative Credits:	92

Fourth Year

<u>Semester 7 - Fall</u>	Credits	<u>Semester 8 - Spring</u>	Credits
FNAN 303 Financial Management	3	BUS 498 Business Capstone	3
MKTG Elective	3	MKTG 471 Marketing Management	3
MKTG Elective	3	MKTG Elective	3
General Elective	3	General Elective	3
General Elective	3	General Elective	1
Semester Credits:	15	Semester Credits:	13
Cumulative Credits:	107	Cumulative Credits:	120

Marketing Electives:

MKTG 311	Sales Management
MKTG 313	Integrated Marketing Communications
MKTG 315	Internet Marketing
MKTG 332	Retailing & E-Commerce Management
MKTG 333	Business to Business Marketing
MKTG 352	Marketing Analytics for New Product Development
MKTG 353	New Product Development
MKTG 407	International Marketing
MKTG 455	Ethnic & Multicultural Marketing
MKTG 462	Honors Seminar in Marketing
MKTG 481	Marketing in the Nonprofit Sector
MKTG 491	Seminar in Marketing
MKTG 499	Independent Study
BUS 492	Internship