



Marketing Major – Bachelor of Science

FIRST YEAR-SEMESTER #1	FIRST YEAR- SEMESTER #2	UNIVERSITY CORE
ECO 211/ ECO 212 Micro/Macro- Economics 3	ECO 211/ ECO 212 Micro/Macro- Economics 3	COMMON GOOD
MTH 174* Statistics 3	MKT 300 Principles of Marketing 3	CORE 115 Common Ground Code COR
CORE 115 3	MTH 180*/MTH 190 Math for Business or Concepts of Calc 3	Justice & the Common Good Code JCG
COM 100/ENG 101 3	COM 100/ ENG 101 3	Ethics Code CE
SOC 103 3	Core requirement 3	Experiential Learning Code EXP
		Core Capstone Code CCP
SECOND YEAR-SEMESTER #1	SECOND YEAR-SEMESTER #2	HUMANITIES
ACC 213 Prin of Accounting I- Financial 3	ACC 214 Prin of Accounting II- Managerial 3	Speech (COM 100) Code C
BUS 210/ BUS 352 Business Law or Bus. Communications 3	BUS 210/BUS 352 Business Law or Bus. Communications 3	Writing (ENG 101) Code C
CIS 203 Bus. Info. Technology 3	MKT 371 International Marketing 3	Literature (ENG) Code CL
MKT 365 Consumer Behavior 3	MGT 300 Management/Org Beh 3	Art or Music Code CAM
Core requirement 3	Core requirement 3	History Code CH
CED 220 1		Religious Studies Code CR
		Philosophy Code CP
THIRD YEAR-SEMESTER #1	THIRD YEAR-SEMESTER #2	SCIENCES
MKT elective 3	MKT 420 Marketing Management 3	Biology/Chemistry/Physics + Lab Code CN
FIN 300 Corporate Finance 3	MKT elective 3	Mathematics Code CMA
Core requirement 3	MKT elective 3	SOC 103 Our Social World Code CS
Core requirement 3	Business Ethics option# 3	
Elective 3	Core requirement 3	Choose one discipline:
		ECO 212 Microeconomics Code CEP
		PSY 103 Psychology Code CEP
FOURTH YEAR-SEMESTER #1	FOURTH YEAR-SEMESTER #2	BUSINESS CORE
MKT 415 Marketing Research 3	BUS 498 Entrepreneurship & New Venture Creation 3	# Ethics elective options:
BUS 505** Legal & Ethical Responsibility or Elective 3	MGT 585** Understanding & Managing Others or Elective 3	ETH: REL 251 Business Ethics (3) E/CE
BUS 510** Social Responsibility for Managers or Elective 3	MKT 520** Marketing for Management or Elective 3	or
Core requirement 3	Core Capstone 3	ETH: PHI 397 Ethical Conduct of Business (3) E/CE
Elective 3	Core requirement 3	NOTES
		Students are encouraged to take Business electives.
		**Courses for 4+1 MBA students.
		*Students must have an appropriate math placement or complete MTH 098.
		One core requirement will be four credit hours as a natural science with lab.
4+1 MBA SEMESTER # 1	4+ 1 MBA SEMESTER #2	120 credits hours minimum needed to graduate.
MGT 602 Leadership in Organizations 3	ACC 600 Managerial Accounting 3	
MGT 605 Leadership Seminar I 3	MGT 606 Leadership Seminar II 3	
ECO 600 Global Economic Issues 3	MGT 603 Project & Operations Management 3	**Curriculum Guide does not replace advisement by a faculty member within the Marketing program.**
FIN 610 Managerial Finance 3	MGT 607 Strategic Management 3	