

## MARKETING CURRICULUM

| Course  | Credit Hours |
|---|--------------|
| <b>Freshman Year</b>                                |              |
| BIOL 103/105 - Principles of Biology                | 4            |
| BIOL 104/106 - Principles of Biology                | 4            |
| CIS 115 - Intro to Computer & Software Applications | 3            |
| ENG 101, ENG 102 - Freshman Composition             | 3            |
| FYE 101/102 - First Year Experience                 | 3            |
| GB 150 - Fundamentals of Business                   | 2            |
| MATH 147 - Pre-Calculus I                           | 3            |
| MATH 148 - Pre-Calculus II                          | 3            |
| SOC 101 - Intro to Social Sciences                  | 3            |
|   | 3            |
| <b>Total Freshman Hours</b>                         | <b>31</b>    |
| <b>Sophomore Year</b>                               |              |
| ACCT 201 - Financial Accounting Principles/Concepts | 3            |
| ACCT 202 - Managerial Accounting                    | 3            |
| ART 210 - Fine & Performing Arts                    | 3            |
| CIS 215 - Information Systems                       | 3            |
| ECON 201 - Macroeconomics                           | 3            |
| ENG 200 - World Literature I                        | 3            |
| GB 202 - Applied Quantitative Methods in Business   | 3            |
| GET 300 - Rising Junior Examination                 | 0            |
| HIST 101 - History of Western Civilization          | 3            |
| HIST 104 - Modern World History                     | 3            |
| SCI 105 - Physical Science                          | 3            |
| THEA 212 - Public Speaking                          | 3            |
| <b>Total Sophomore Hours</b>                        | <b>33</b>    |
| <b>Junior Year</b>                                  |              |
| ECON 202 - Microeconomics                           | 3            |
| ENG 207 - Technical Writing                         | 3            |
| FIN 301 - Business Finance                          | 3            |
| GB 301 - Business Law                               | 3            |
| GB 351 - Business Statistics I                      | 3            |
| MAN 301 - Management Principles & Policies          | 3            |
| MKT 301 - Principles of Marketing                   | 3            |
| MKT 309 - Intro to Selling                          | 3            |
| MKT 312 - Consumer Behavior                         | 3            |
| PSY 200 - General Psychology                        | 3            |
| <b>Total Junior Hours</b>                           | <b>30</b>    |
| <b>Senior Year</b>                                  |              |
| GB 304 - Business Communications                    | 3            |
| GB 352 - Business Statistics II                     | 3            |
| MAN 420 - Strategic Management                      | 3            |
| MKT 380 - Marketing Research                        | 3            |
| MKT 410 - Marketing Management                      | 3            |
| MKT 410—Marketing Management                        | 3            |
| MKT - MARKETING ELECTIVES ONLY                      | 3            |
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| Foreign Language                                    | 3            |
| Foreign Language                                    | 3            |
| <b>Total Senior Hours</b>                           | <b>33</b>    |
| <b>Total Degree Hours</b>                           | <b>127</b>   |

\*Foreign Language must be from the same Language