

# PRAIRIE VIEW A&M UNIVERSITY

## MARKETING SUGGESTED COURSE SEQUENCE 2012

<b>1<sup>st</sup> Semester</b>		<b>Hours</b>	<b>2<sup>nd</sup> Semester</b>		<b>Hours</b>
ENGL 1123	Freshman Composition I*	3	ENGL 1133	Freshman Composition II*	3
MGMT 1013	Introduction to Business	3	MATH 1113	College Algebra*	3
POSC 1113	American Government I	3	MISY 1013	Computer Info. Systems	3
COMM 1003	Fundamentals of Speech Communication	3	POSC 1123	American Government II	3
	Natural Science	3		Natural Science	3
			MGMT 2000	Professional Dev. for Business	0
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>15</b>

<b>1<sup>st</sup> Semester</b>		<b>Hours</b>	<b>2<sup>nd</sup> Semester</b>		<b>Hours</b>
ACCT 2113	Financial Accounting	3	ACCT 2123	Managerial Accounting	3
ECON 2113	Microeconomics	3	ECON 2123	Macroeconomics	3
HIST 1313	The U.S. to 1876	3	HIST 1323	The U.S. – 1876 to Present	3
MATH 1153	Finite Math*	3	PSYC 1113	General Psychology	3
MGMT 2203	Leadership and Ethics	3	MATH 2153	Calculus - Business	3
	Humanities	3	MISY 2013	Fundamentals of MIS*	3
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>18</b>

<b>1<sup>st</sup> Semester</b>		<b>Hours</b>	<b>2<sup>nd</sup> Semester</b>		<b>Hours</b>
BCOM 3303	Business Communication	3	BLAW 2203	Legal Environment of Business	3
FINA 3103	Principles of Finance	3	MGMT 3103	Principles of Management	3
MRKT 3103	Principles of Marketing	3	MRKT 3333	Consumer Behavior	3
ECON	Elective+	3	MGMT 3013	Business Statistics	3
	Visual and Performing Arts	3	MRKT	Elective+	3
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>15</b>

<b>1<sup>st</sup> Semester</b>		<b>Hours</b>	<b>2<sup>nd</sup> Semester</b>		<b>Hours</b>
MGMT 4333	Production Management	3	MGMT 4303	Strategic Management and Policy	3
MRKT 4343	Marketing Research	3	MRKT 4413	Distribution Management	3
MRKT 4393	Marketing Communications	3	MRKT 4493	Marketing Strategy and Analysis	3
MRKT	Elective+	3	MRKT	Elective+	3
	Unrestricted Elective	3			
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>12</b>

\*A grade of "C" or higher is required in these courses. Also, in all business courses, students must earn a grade of "C" or higher.

+Elective must be at a junior/senior level.