



MARKETING

SUGGESTED COURSE SEQUENCE

2014-2017

FRESHMAN YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
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	Info. and Communication in the Digital Age	3
FINA 2103	Personal Financial Management And Planning	3	POSC 1123	American Government II	3
	Life & Physical Science	3		Life & Physical Science	3
			MGMT 2000	Professional Dev. for Business	0
Total		15	Total		15

SOPHOMORE YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
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	MGMT 1163	Quantitative Business Analysis	3
	Language, Philosophy & Culture	3		Creative Arts	3
Total		18	Total		18

JUNIOR YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
BCOM 3303	Business Communication	3	MGMT 3103	Principles of Management	3
FINA 3103	Principles of Finance	3	MRKT 3333	Consumer Behavior	3
MRKT 3103	Principles of Marketing	3	MGMT 3013	Business Statistics	3
MISY 2013	Fundamentals of MIS with SAP*	3	MRKT	Elective+	3
BLAW 2203	Legal Environment of Business	3	ECON	Elective+	3
Total		15	Total		15

SENIOR YEAR

<i>1st Semester</i>		<i>Hours</i>	<i>2nd Semester</i>		<i>Hours</i>
MGMT 4333	Production Management	3	MRKT 4393	Marketing Communications	3
MRKT 4343	Marketing Research	3	MRKT 4413	Distribution Management	3
MGMT 4303	Strategic Management and Policy	3	MRKT 4493	Marketing Strategy and Analysis	3
MRKT	Elective+	3	MRKT	Elective+	3
	Unrestricted Elective	3	MGMT 4000	Professional Dev. For Business II	0
Total		15	Total		12

*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.

