



PRAIRIE VIEW  
A&M UNIVERSITY  
COLLEGE OF BUSINESS

# MARKETING

## SUGGESTED COURSE SEQUENCE

### 2019-2020

#### FRESHMAN YEAR

<i>1<sup>st</sup> Semester</i>	<i>Hours</i>	<i>2<sup>nd</sup> 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
FINA 2133 Financial Planning with a Global Perspective*	3	MISY 1013 Info. and Communication in the Digital Age*	3
POSC 1113 American Government I*	3	POSC 1123 Texas Government	3
	3	Life & Physical Science	3
		MGMT 2000 Professional Dev. for Business	0
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

#### SOPHOMORE YEAR

<i>1<sup>st</sup> Semester</i>	<i>Hours</i>	<i>2<sup>nd</sup> 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	MISY 2013 Fundamentals of MIS with SAP*	3
	3	Creative Arts	3
<b>Total</b>	<b>18</b>	<b>Total</b>	<b>18</b>

#### JUNIOR YEAR

<i>1<sup>st</sup> Semester</i>	<i>Hours</i>	<i>2<sup>nd</sup> Semester</i>	<i>Hours</i>
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
MGMT 1163 Quantitative Business Analysis*	3	MGMT 3013 Business Statistics*	3
	3	MRKT Elective+*	3
<b>Total</b>	<b>15</b>	<b>Total</b>	<b>15</b>

#### SENIOR YEAR

<i>1<sup>st</sup> Semester</i>	<i>Hours</i>	<i>2<sup>nd</sup> Semester</i>	<i>Hours</i>
MGMT 4333 Production and Operations Mgmt.*	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
ECON Elective+*	3	MGMT 4000 Professional Dev. For Business II*	0
<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.