

*Four-Year Degree Plan for Major in International Business and Marketing*

Note that this is a sample four-year plan. There are other course sequences that will allow a student to graduate within four years as long as prerequisite courses are taken in the proper sequence. This sample plan does not guarantee course availability, and adjustments to students' plans may be necessary if they are unable to take specific courses during specific semesters. Students who are placed into lower level AWR, MAT or other prerequisite courses will need to adjust their four-year plans accordingly. Similarly, students who bring in Advanced Placement, Dual Enrollment or transfer credit for courses will need to adjust their four-year plans. A minimum of a 2.0 GPA both overall and in the major is required for graduation. In addition to major requirements, all components of the Baccalaureate Experience must be completed in order to successfully of 124 credit hours to qualify for the Bachelor of Science degree in International Business and Marketing.

**First (Freshman) Year - Fall Semester**

BUS 101	Introduction to Global Business	4
MAT 225	Calculus for Business	4
	Humanities/Fine Arts	4
	or	
	Foreign Language	4
AWR 101	Writing and Inquiry	4
BAC 101	First-Year Seminar I	1
	or	
HON 101	Pathways to Honors 1	1

**Subtotal: 17**

**First (Freshman) Year - Spring Semester**

ECO 204	Principles of Microeconomics	4
SPE 208	Speech for Business and the Professions	4
AWR 201	Writing and Research	4
BAC 102	First-Year Seminar II	1
	or	
HON 102	Pathways to Honors 2	1
	Humanities/Fine Arts	4
	or	
	Foreign Language	4

**Subtotal: 17**

**Second (Sophomore) Year - Fall Semester**

ACC 202	Financial Accounting Information	4
ITM 220	Management Information Systems	4
	Social Science (Bacc. Exp.)	4
	Humanities/Fine Arts	4
	or	
	Foreign Language	4

**Subtotal: 16**

**Second (Sophomore) Year - Spring Semester**

QMB 210	Managerial Statistics	4
ACC 203	Managerial Accounting	4
ECO 205	Principles of Macroeconomics	4

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Natural Science (Bacc. Exp.) 3

**Subtotal: 15**

**Third (Junior) Year - Fall Semester**

MGT 330	Principles of Management	4
MKT 300	Principles of Marketing	4
	Social Science (Bacc. Exp.)	3
	Natural Science (Bacc. Exp.)	3

**Subtotal: 14**

**Third (Junior) Year - Spring Semester**

MKT 360	Marketing Research	4
FIN 310	Financial Management	4
BUS 221	Business Law and Social Responsibility	4
MGT 350	International Business	4

**Subtotal: 16**

**Fourth (Senior) Year - Fall Semester**

MKT 450	Marketing Strategy	4
MKT 410	Global Marketing	4
	Social Science (Bacc. Exp.)	4
MGT 345	Global Organizational Behavior	4

**Subtotal: 16**

**Fourth (Senior) Year - Spring Semester**

MGT 431	Practical Strategic Assessment	4
MKT	Marketing elective	4
MKT	Marketing elective	4
	General Elective	1

**Subtotal: 16**

- SPE 208 fulfills 4 credit hours of the Humanities/Fine Arts requirement.
- Natural Science courses must be from different areas, one in biology and the other in chemical or physical science.
- Prerequisites are strictly enforced.



