Subtotal: 15

Four-Year Degree Plan for Major in 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 Marketing.
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First (Freshman) Year - Fall Semester

Third (Junior) Year - Fall Semester

Business

Responsibility

Law

Humanities/Fine Arts (Bacc. Exp.)

Principles of Management

Principles of Marketing

BUS 221

MGT 330

MKT 300

ECO 204 Principles of Microeconomics 4 MAT 225 Calculus for Business 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 ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4 General Elective (W) 4	BUS 101	Introduction to Global Business	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 ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Management Information Systems 4 Social Science (Bacc. Exp.) 4	ECO 204	Principles of Microeconomics	4		
BAC 101 First-Year Seminar I or HON 101 Pathways to Honors 1 1 Subtotal: 17 First (Freshman) Year - Spring Semester ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp.) 4	MAT 225	Calculus for Business	4		
or HON 101 Pathways to Honors 1 1 Subtotal: 17 First (Freshman) Year - Spring Semester ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp.) 4	AWR 101	Writing and Inquiry	4		
HON 101 Pathways to Honors 1 Subtotal: 17 First (Freshman) Year - Spring Semester ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp.) 4	BAC 101	First-Year Seminar I	1		
Subtotal: 17 First (Freshman) Year - Spring Semester ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Management Information Systems 4 Social Science (Bacc. Exp) 4		or			
First (Freshman) Year - Spring Semester ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4	HON 101	Pathways to Honors 1	1		
ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp.) 4		Subtota	al: 17		
ACC 202 Financial Accounting Information 4 ECO 205 Principles of Macroeconomics 4 Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp.) 4	First (Fresh	man) Year - Spring Semester			
Social Science (Bacc. Exp.) 3 SPE 208 Speech for Business and the 4 Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp.) 4			4		
SPE 208 Speech for Business and the Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4	ECO 205	Principles of Macroeconomics	4		
Professions BAC 102 First-Year Seminar II 1 or HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4		Social Science (Bacc. Exp.)	3		
BAC 102 First-Year Seminar II or Flow 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4	SPE 208	Speech for Business and the	4		
or Pathways to Honors 2 1 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4		Professions			
HON 102 Pathways to Honors 2 1 Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4	BAC 102	First-Year Seminar II	1		
Subtotal: 16 Second (Sophomore) Year - Fall Semester ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4		or			
ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 5 Social Science (Bacc. Exp.) 4	HON 102	Pathways to Honors 2	1		
ACC 203 Managerial Accounting 4 AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 5 Social Science (Bacc. Exp) 4		Subtota	al: 16		
AWR 201 Writing and Research 4 Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 5 Social Science (Bacc. Exp) 4	Second (Sophomore) Year - Fall Semester				
Natural Science (Bacc. Exp.) 3 General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 5 Social Science (Bacc. Exp) 4	ACC 203	Managerial Accounting	4		
General Elective 4 Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4	AWR 201	Writing and Research	4		
Subtotal: 15 Second (Sophomore) Year - Spring Semester QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4		Natural Science (Bacc. Exp.)	3		
Second (Sophomore) Year - Spring SemesterQMB 210Managerial Statistics4ITM 220Management Information Systems4Social Science (Bacc. Exp)4		General Elective	4		
QMB 210 Managerial Statistics 4 ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4		Subtota	al: 15		
ITM 220 Management Information Systems 4 Social Science (Bacc. Exp) 4	Second (Sop	homore) Year - Spring Semester			
Social Science (Bacc. Exp) 4	QMB 210	Managerial Statistics	4		
	ITM 220	Management Information Systems	4		
General Elective (W) 4		Social Science (Bacc. Exp)	4		
		General Elective (W)	4		

Subtotal: 16

4

3

Social

Third (Junio	or) Year - Spring Semester			
MKT 360	Marketing Research	4		
FIN 310	Financial Management	4		
	Social Science (Bacc. Exp)	4		
MKT	Marketing elective (W)	4		
	Subto	tal: 16		
Fourth (Senior) Year - Fall Semester				
MKT 450	Marketing Strategy	4		
	Natural Science (Bacc. Exp.)	3		
MKT	Marketing elective (W)	4		
	General Elective	3		
	Subto	tal: 14		
Fourth (Senior) Year - Spring Semester				
MGT 431	Practical Strategic Assessment	4		
MKT	Marketing elective	4		
	Humanities/Fine Arts (Bacc. Exp.)	4		
	General Elective	4		
Subtotal, 16				

- 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.