

*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.

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

BUS 101	Introduction to Global Business	4
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 Professions	4
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

**Subtotal: 16**

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

BUS 221	Business Law and Social Responsibility	4
MGT 330	Principles of Management	4
MKT 300	Principles of Marketing	4
	Humanities/Fine Arts (Bacc. Exp.)	3

**Subtotal: 15**

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

MKT 360	Marketing Research	4
FIN 310	Financial Management	4
	Social Science (Bacc. Exp)	4
MKT	Marketing elective (W)	4

**Subtotal: 16**

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

MKT 450	Marketing Strategy	4
	Natural Science (Bacc. Exp.)	3
MKT	Marketing elective (W)	4
	General Elective	3

**Subtotal: 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**

- 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.

