

Marketing Track Checklist
Catalog Requirements
2005-2006, 2006-2007 & 2007-2008

General Business Requirements (42 hours)

ACC 2270 _____ Financial Accounting (3cr)	ACC 2280 _____ Managerial Accounting (3cr) <i>Prerequisite:</i> "C" or better in ACC 2270	BLAW 2150 _____ Legal Environment of Business (3cr)
DSC 2090 _____ Spreadsheet & Database Management (3cr) <i>Prerequisite:</i> DSC 1090	DSC 3130 _____ Business Statistics I (3cr) <i>Prerequisite:</i> "C" or better in Mat 1070	DSC 3140 _____ Business Statistics II (3cr) <i>Prerequisite:</i> DSC 3130
ECN 3010 _____ Managerial Economics (3cr) <i>Prerequisite:</i> "C" or better in MAT 2150 or MAT 2210 and ECN 2020 OR ECN/FIN 3040 _____ Money, Financial Mkts & Institutions (3cr) <i>Prerequisite:</i> "C" or better in MAT 2150 or MAT 2210 and ECN 2030	FIN 3100 _____ Business Finance (3cr) <i>Prerequisite:</i> "C" or better in ACC 2280, DSC 3130, or equivalent statistic course and MAT 1070	ITM 3010 _____ Management Information Systems (3cr) <i>Prerequisite:</i> DSC 2090 and MGT 3060
MGT 3030 _____ Business Communications (3cr)	MGT 3060 _____ Organization & Management (3cr)	MGT 4410 _____ Operations Management (3cr) <i>Prerequisite:</i> DSC 3140 and MGT 3060
MGT 4660 _____ Business Strategy (3cr) <i>Prerequisite:</i> ACC 3310 or MGT 4410, MGT 3030 and a "C" or better in MGT 3060, MKT 3120 and FIN 3100	MKT 3120 _____ Prin of Marketing (3cr)	

General Education Requirements, including: (44 hours)

ECN 2020 _____ Prin of Microeconomics (3cr)	ECN 2030 _____ Prin of Macroeconomics (3cr)
MAT 1070 _____ College Algebra (3cr)	MAT 2150 _____ Calculus w/ Applications (3cr) <i>Prerequisite:</i> MAT 1070, MAT 1090 or equivalent OR MAT 2210 _____ Calculus I (3cr) <i>Prerequisite:</i> MAT 1070 and MAT 1080, or MAT 1090 or equivalent

Marketing Requirements (12 hours)

MKT 4300 _____ Integrated Marketing Communications (3cr) <i>Prerequisite:</i> "C" or better in MKT 3120	MKT 4500 _____ Marketing Research (3cr) <i>Prerequisite:</i> "C" or better in MKT 3120 and DSC 3140
MKT 4800 _____ Marketing Strategy (3cr) <i>Prerequisite:</i> "C" or better in MKT 3120	Choose one: MKT 313 _____ International Marketing (3cr) <i>Prerequisite:</i> MKT 3120 MKT 3200 _____ Consumer Behavior (3cr) <i>Prerequisite:</i> "C" or better in MKT 3120 MKT 4050 _____ Retail Management (3cr) <i>Prerequisite:</i> "C" or better in MKT 3120 MKT 4200 _____ Personal Selling and Sales Management (3cr) <i>Prerequisite:</i> "C" or better in MKT 3120 Or MKTS 4xx0 _____ Special Topics in Marketing (3cr) <i>Prerequisite:</i> "C" or better in MKT 3120

Business Electives (6 hours @ 300 or 400 level) and General Electives (3-15 hours)

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