

## Marketing Track Checklist

Catalog Requirements

2017-2018

### General Business Requirements (45 hours)

<b>ACC 2270</b> _____ Financial Accounting (3cr) <i>Prerequisite:</i> MAT 1070 or higher level math	<b>ACC 2280</b> _____ Managerial Accounting (3cr) <i>Prerequisite:</i> "C" or better in ACC 2270	<b>BLAW 2150</b> _____ Business Law and Ethics (3cr)
<b>DSC 2090</b> _____ Spreadsheet & Database Management (3cr)	<b>DSC 3130</b> _____ Business Statistics I (3cr) <i>Prerequisite:</i> "C" or better in MAT 1070 or higher level math course	<b>DSC 3140</b> _____ Business Statistics II (3cr) <i>Prerequisite:</i> "C" or better in DSC 3130
<b>ECN 3010</b> _____ Managerial Economics (3cr) <i>Prerequisite:</i> "C" or better in MAT 2150, MAT 2210 or higher level math course and ECN 2020 <b>OR</b> <b>ECN 3040</b> _____ Central Banks & the Economy (3cr) <i>Prerequisite:</i> "C" or better in MAT 1070 or higher level math course and ECN 2030 <b>OR</b> <b>FIN 3040</b> _____ Money, Financial Markets & Institutions (3cr) <i>Prerequisite:</i> "C" or better in MAT 1070 or higher level math course and ECN 2030	<b>FIN 3100</b> _____ Business Finance (3cr) <i>Prerequisite:</i> DSC 2090 or 1590 or equivalent, "C" or better in ACC 2270, DSC 3130 (or equivalent statistical course) and MAT 1070 or higher level math course	<b>ITM 3010</b> _____ Management Information Systems (3cr) <i>Prerequisite:</i> DSC 2090 and MGT 3060
<b>MGT 3030</b> _____ Business Communications (3cr) <i>Prerequisite:</i> "C" or better in ENG 1060	<b>MGT 3060</b> _____ Organization & Management (3cr)	<b>MGT 4410</b> _____ Operations Management (3cr) <i>Prerequisite:</i> DSC 3140 and MGT 3060
<b>MGT 4660</b> _____ 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	<b>MKT 3120</b> _____ Prin of Marketing (3cr)	

### Take ONE (1) course from the following courses listed:

<b>BLAW 3160</b> _____ International Business Law (3cr) <i>Prerequisite:</i> BLAW 2150	<b>FIN 4210</b> _____ International Finance (3cr) <i>Prerequisite:</i> DSC 3130, FIN 3100 and MAT 2150 or MAT 2210	<b>MGT 3150</b> _____ International Management (3cr) <i>Prerequisite:</i> MGT 3060
	<b>ECN 2410</b> _____ Asian Economics (3cr)	<b>ECN 4400</b> _____ International Trade (3cr) <i>Prerequisite:</i> ECN 2020 and ECN 2030
<b>**NOTE: An approved study abroad program, approved by the department chair and the dean/assistant dean may replace this requirement.</b>		<b>**NOTE: If one of the above courses listed is a concentration requirement, you cannot take it and have it count as a BSBA requirement and a concentration requirement.</b>

### General Education Requirements, including: (44 hours)

<b>ECN 2020</b> _____ Prin of Microeconomics (3cr)	<b>ECN 2030</b> _____ Prin of Macroeconomics (3cr)
<b>MAT 1070</b> _____ College Algebra (3cr)	<b>MAT 2150</b> _____ Calculus w/ Applications (4cr) <i>Prerequisite:</i> MAT 1070, MAT 1090 or equivalent <b>OR</b> <b>MAT 2210</b> _____ Calculus I (4cr) <i>Prerequisite:</i> MAT 1070 and MAT 1080, or MAT 1090 or equivalent

<OVER>

**Marketing Requirements (12 hours)**

<b>MKT 4300</b> _____ Integrated Marketing Communications (3cr) <i>Prerequisite:</i> “C” or better in MKT 3120	<b>MKT 4500</b> _____ Marketing Research (3cr) <i>Prerequisite:</i> “C” or better in MKT 3120 and DSC 3140
<b>MKT 4800</b> _____ Marketing Strategy (3cr) <i>Prerequisite:</i> “C” or better in MKT 3120	<b>Choose one:</b> <b>MKT 3130</b> _____ International Marketing (3cr) <i>Prerequisite:</i> MKT 3120
<b>MKT 3200</b> _____ Consumer Behavior (3cr) <i>Prerequisite:</i> “C” or better in MKT 3120	<b>MKT 4050</b> _____ Retail Management (3cr) <i>Prerequisite:</i> “C” or better in MKT 3120
<b>MKT 4200</b> _____ Personal Selling and Sales Management (3cr) <i>Prerequisite:</i> “C” or better in MKT 3120	<b>MKTS 4xxx</b> _____ Special Topics in Marketing (3cr) <i>Prerequisite:</i> “C” or better in MKT 3120

**Business Electives (6 hours @ 3000 or 4000 level)**


**Freshman Seminar: 1 Credit Hour**

**Free Electives: 12 Credit Hours**

**Total 120 Credit Hours + Completion of Passport to Professional Success**