**Marketing Track 2018-2019**

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| **Freshman Year** |
| **Fall** | **Spring** |
|  | Course Number | Course Title | Credits |  | Course Number | Course Title | Credits |
|  | MAT 1070  | College Algebra | 3 |  | ENG 1060  | Composition II | 3 |
|  | ENG 1050  | Composition I | 3 |  | ENG 2xxx  | General Education Literature | 3 |
|  | UNV 1000  | Freshman Seminar | 1 |  | ECN 2020 or DSC 2090 | Microeconomics or Spreadsheet and Database Management | 3 |
|  | ECN 2020 or DSC 2090 | Microeconomics or Spreadsheet and Database Management | 3 |  | MAT 2150  | Calculus with Applications | 4 |
|  | General Education  | Natural Science | 3 |  | PSY 1010 | Introduction to Psychology | 3 |
|  | General Education  | Fine Art | 3 |  |  |  |  |
| **Total Credits**  | 16 |  | **Total Credits**  | 16 |

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| **Sophomore Year** |
| **Fall** | **Spring** |
|  | Course Number | Course Title | Credits |  | Course Number | Course Title | Credits |
|  | PHI 2040  | Introduction to Ethics  | 3 |  | ACC 2280 | Managerial Accounting | 3 |
|  | General Education  | History | 3 |  | MGT 3060 | Organization & Management | 3 |
|  | ECN 2030 | Macroeconomics | 3 |  | MKT 3120  | Principles of Marketing | 3 |
|  | General Education  | Physical Education | 1 |  | General Education  | Natural Science | 3 |
|  | General Education  | Social Science | 3 |  | University Wide Elective |  | 3 |
|  | ACC 2270  | Financial Accounting | 3 |  | General Education  | Physical Education | 1 |
| **Total Credits** | 16 |  | **Total Credits** | 16 |

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| **Junior Year** |
| **Fall** | **Spring** |
|  | Course Number | Course Title | Credits |  | Course Number | Course Title | Credits |
|  | ITM 3010 | Management Information Systems | 3 |  | FIN 3100 | Business Finance | 3 |
|  | DSC 3130 | Business Statistics I | 3 |  | DSC 3140 | Business Statistics II | 3 |
|  | BLAW 2150 | Legal Environment of Business | 3 |  | ECN 3010 ORECN/FIN 3040  | Managerial Economics OR Money, Financial Markets, & Institutions | 3 |
|  | MGT 3030  | Business Communications | 3 |  | International Course\* |  | 3 |
|  | University Wide Elective |  | 3 |  | University Wide Elective |  | 3 |
| **Total Credits** | 15 | **Total Credits** | 15 |

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| **Senior Year** |
| **Fall** | **Spring** |
|  | Course Number | Course Title | Credits |  | Course Number | Course Title | Credits |
|  | MGT 4410  | Operations Management | 3 |  | MGT 4660 | Business Strategy | 3 |
|  | Any 3000 or 4000 level Business Elective Course\*\*\* |  | 3 |  | Any 3000 or 4000 level Business Elective Course\*\*\* |  | 3 |
|  | MKT 4300, MKT 4500 or MKT 4800\*\* |  | 3 |  | MKT 4300, MKT 4500 or MKT 4800\*\* |  | 3 |
|  | MKT 4300, MKT 4500 or MKT 4800\*\* |  | 3 |  | Marketing track course\*\*\*\* |  | 3 |
|  | University Wide Elective |  | 3 |  |  |  |  |
| **Total Credits** | 15 | **Total Credits** | 12 |

\*Chose one of the following International courses: BLAW 3160, ECN 2410, ECN 4400, FIN 4210, MGT 3150, and MGT 3130.

\*\*MKT 4300 Integrated Marketing Communications, MKT 4500 Marketing Research, MKT 4800 Marketing Strategy

\*\*\* Business Electives can be chosen from any 30004000 level course from ACC, BLAW, ECN, FIN, MGT, MKT, or DSC that did not meet a degree requirement.

\*\*\*\* Options for Marketing track course include: MKT 3130, MKT 3200, MKT 4050, MKT 4200, OR MKTS 4xxx

**All students majoring in Business Administration must complete the Passport to Professional Success Program those courses include BUS 1001, BUS 1002, BUS 1003, BUS 1004, BUS 1005, BUS 1006**