**Marketing Track 2023-2024**

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| **Freshman Year** |
| **Fall** | **Spring** |
|  | Course Number | Course Title | Credits |  | Course Number | Course Title | Credits |
|  | ENG 1050  | Composition I | 3 |  | ENG 1060 | Composition II | 3 |
|  | General Education  | Natural Science | 3 |  | MAT 1070 | College Algebra | 3 |
|  | UNV 1000  | Freshman Seminar | 1 |  | ECN 2030  | Macroeconomics  | 3 |
|  | General Education  | Social Science  | 3 |  | General Education  | History | 3 |
|  | DSC 2090 | Spreadsheet and Database Management | 3 |  | PSY 1010 | Introduction to Psychology | 3 |
|  | General Education  | Fine Art  | 3 |  | General Education  | Physical Education | 1 |
| **Total Credits**  | **16** |  | **Total Credits**  | **16** |

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| **Sophomore Year** |
| **Fall** | **Spring** |
|  | Course Number | Course Title | Credits |  | Course Number | Course Title | Credits |
|  | BLAW 2150  | Business Law & Ethics  | 3 |  | ACC 2280 | Accounting Tools for Managerial Decisions | 3 |
|  | ENG 2xxx  | General Education Literature | 3 |  | MGT 3060 | Organization and Management | 3 |
|  | MGT 3030 | Business Communications  | 3 |  | DSC 3180  | Applied Business Statistics | 3 |
|  | General Education  | Physical Education | 1 |  | General Education | Elective  | 3 |
|  | ECN 2020  | Microeconomics | 3 |  | University Wide Elective |  | 2 |
|  | ACC 2270  | Fundamentals of Financial Accounting and Reporting | 3 |  |  |  |  |
| **Total Credits** | **16** |  | **Total Credits** | **15** |

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| **Junior Year** |
| **Fall** | **Spring** |
|  | Course Number | Course Title | Credits |  | Course Number | Course Title | Credits |
|  | MKT 3120 | Principles of Marketing | 3 |  | MKT 3200 | Consumer Behavior | 3 |
|  | FIN 3100 | Business Finance | 3 |  | MKT 4300 | Integrated Marketing Communications | 3 |
|  | BUS 3020 | International Business | 3 |  | MGT 4410 | Operations Management | 3 |
|  | ITM 3010  | Management Information Systems  | 3 |  | Marketing Track Elective\*\* |  | 3 |
|  | DSC 3190  | Business Analytics | 3 |  | General Education | Natural Science | 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 4660 | Business Strategy | 3 |  | BUS 4020 | Senior Seminar in Business | 3 |
|  | MKT 4500 | Marketing Research | 3 |  | General Education | Philosophy and Religion | 3 |
|  | Marketing Track Elective\*\* |  | 3 |   | MKT 4800 | Marketing Strategy | 3 |
|  | University Wide Elective |  | 3 |  | University Wide Elective |  | 3 |
|  | University Wide Elective |  | 3 |  |  |  |  |
| **Total Credits** | **15** | **Total Credits** | **12** |

\*\* Track Electives include any 3000 or 4000 level Marketing (MGT/MGTS) courses, which may include a study abroad course facilitated by the Department.

**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**