**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**