

FALL

FRESHMAN (2019)

| | | |
|---------|---|----|
| IDS-103 | CU Foundations I/Terra Firma | 1 |
| MAT-110 | College Math* | 3 |
| ENG-212 | Writing & Culture** | 3 |
| IDS-101 | Creativity, Innovation, & Problem Solving | 2 |
| MKT-251 | Principles of Marketing | 3 |
| REL-104 | Old Testament Literature | 3 |
| | | 15 |

SOPHOMORE (2020)

| | | |
|---|-------------------------|----|
| ACC-221 | Accounting I | 3 |
| ECN-231 | Macroeconomics | 3 |
| meets Social Science Requirement | | |
| BUS-211 | Business Statistics*** | 3 |
| BUS-213 | Business Communications | 3 |
| | GE Lab Science course | 4 |
| | | 16 |

JUNIOR (2021)

| | | |
|---------|-------------------------|----|
| FIN-341 | Principles of Finance | 3 |
| MKT-350 | Marketing Management | 3 |
| MKT-353 | Marketing Communication | 3 |
| HUM-311 | Imagination in Culture | 3 |
| | Major elective**** | 3 |
| | | 15 |

SENIOR (2022)

| | | |
|---------|-----------------------------|----|
| MKT-352 | Marketing Research | 3 |
| REL-352 | Christian Beliefs & History | 3 |
| | General electives | 9 |
| | | 15 |

SPRING

FRESHMAN (2020)

| | | |
|---------|-------------------------------|----|
| IDS-104 | CU Foundations II/Terra Firma | 1 |
| HIS-114 | World Civilization II | 3 |
| REL-204 | New Testament Literature | 3 |
| COM-112 | Communication & Culture | 3 |
| MGT-231 | Principles of Management | 3 |
| KIN-100 | Total Fitness & Wellness | 2 |
| | | 15 |

SOPHOMORE (2021)

| | | |
|---|-----------------------|----|
| ACC-222 | Accounting II | 3 |
| ECN-232 | Microeconomics | 3 |
| meets Social Science Requirement | | |
| PHI-211 | Philosophy in Culture | 3 |
| KIN-1XX | KIN Activity course | 1 |
| | Major elective**** | 3 |
| | General elective | 3 |
| | | 16 |

JUNIOR (2022)

| | | |
|---------|---|----|
| BUS-361 | Business Law | 3 |
| MKT-380 | Internship | 3 |
| SCI-311 | Science in Culture | 3 |
| | Major elective*** | 3 |
| | Global Studies Requirement | 3 |
| | could take as J or May tern trip | |
| | | 15 |

SENIOR (2023)

| | | |
|---------|---|----|
| MKT-452 | Marketing Problems/Strategy | 3 |
| MGT-432 | Strategic Management | 3 |
| | Remaining electives | 7 |
| | Includes: major electives or general electives | |
| | | 13 |

TOTAL CREDITS

120

| | |
|---|---|
| *Selection based on Math ACT/SAT score | **English placement based on ACT/SAT score |
| ***Or students can take MAT 151- Statistics | ****See back page for approved Major elective options |

BUSINESS COURSES THAT FULFILL GLOBAL STUDIES REQUIREMENT:

For a full list of course options see [Academic Catalog](#)

| | | | |
|---------|-----|-----------------------------------|---|
| BUS/ECN | 215 | International Business Experience | 3 |
| BUS | 317 | International Business | 3 |
| ECN | 335 | International Economics | 3 |
| MGT | 339 | International Management | 3 |
| MKT | 359 | International Marketing | 3 |

APPROVED MAJOR ELECTIVES (9 CREDITS REQUIRED):

CHOOSE THREE COURSES FROM THE FOLLOWING OPTIONS:

| | | | |
|---|-----|---|---|
| BUS | 317 | International Business (meets Global Studies Requirement) | 3 |
| COM | 361 | Advertising Practices | 3 |
| MGT | 215 | Introduction to Sports Management | 3 |
| MGT | 221 | Introduction to Non-Profit Administration | 3 |
| MGT | 336 | Project Management | 3 |
| MGT | 337 | Entrepreneurship | 3 |
| MGT | 361 | Sports Media Relations & Event Management | 3 |
| MKT | 355 | Retailing | 3 |
| MKT | 357 | Consumer Behavior | 3 |
| MKT | 358 | Sales Management | 3 |
| MKT | 359 | International Marketing | 3 |
| MKT | 362 | Sports Marketing and Sales | 3 |
| OR choose two from above and one from below: | | | |
| CIS | 211 | Foundations of Information Systems | 3 |
| CIS | 216 | Introduction to Data Management | 3 |
| CIS | 218 | Introduction to Application Development | 3 |

REQUIRED CORE BUSINESS COURSES:

| | | | |
|--------------|--------------------------------|---------------------|-----------|
| ACC-221 | Accounting I | Credit Hours | 3 |
| ACC-222 | Accounting II | | 3 |
| BUS-211 | Business Statistics | | 3 |
| BUS-213 | Business Communication | | 3 |
| BUS-361 | Business Law | | 3 |
| ECN-231 | Macroeconomics | | 3 |
| ECN-232 | Microeconomics | | 3 |
| FIN-341 | Principles of Finance | | 3 |
| MGT-231 | Principles of Management | | 3 |
| MGT-432 | Capstone: Strategic Management | | 3 |
| MKT-251 | Principles of Marketing | | 3 |
| TOTAL | | | 33 |

REQUIRED MARKETING COURSES:

| | | | | |
|--------------|-----------------------------|---------------------|---|---|
| MKT-350 | Marketing Management | Credit Hours | 3 | |
| MKT-352 | Marketing Research | | 3 | |
| MKT-353 | Marketing Communications | | 3 | |
| MKT-380 | Internship | | 3 | |
| MKT-452 | Marketing Problems/Strategy | | 3 | |
| | | | Major Electives (See approved list above to choose appropriate courses) | 9 |
| TOTAL | | | 24 | |

CUMULATIVE TOTAL 57