

**FALL**

**FRESHMAN (2021)**

MKT-251	Principles of Marketing	3
	General Education Core*	12
		15

**SOPHOMORE (2022)**

ACC-221	Accounting I	3
BUS-211	Business Statistics***	3
BUS-213	Business Communications	3
ECN-231	Macroeconomics	3
	<b>meets Social Science Requirements</b>	
	General Education Core*	4
		16

**JUNIOR (2023)**

FIN-341	Principles of Finance	3
MKT-350	Marketing Management	3
MKT-353	Marketing Communication	3
	Major elective****	3
	General Education Core*	3
		15

**SENIOR (2024)**

MKT-352	Marketing Research	3
	General electives or MGT-432	9
	General Education Core*	3
		15

**SPRING**

**FRESHMAN (2022)**

MGT-231	Principles of Management	3
	General Education Core*	12
		15

**SOPHOMORE (2023)**

ACC-222	Accounting II	3
ECN-232	Microeconomics	3
	<b>meets Social Science Requirement</b>	
	Major elective****	3
	General elective	3
	General Education Core*	4
		16

**JUNIOR (2024)**

BUS-361	Business Law	3
MKT-380	Internship	3
	Major elective**	3
	Global Studies Requirement	3
	<b>could take as J or May term trip</b>	
	General Education Core*	3
		15

**SENIOR (2025)**

MGT-432	Strategic Management or General elective	3
MKT-452	Marketing Problems/Strategy	3
	Remaining electives	7
	<b>Includes: major electives or general electives</b>	
		13

**TOTAL CREDITS**

**120**

\*See General Education Core handout for required courses

\*\*\*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	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 Sport Management	3
MGT	221	Introduction to Non-Profit Administration	3
MGT	336	Project Management	3
MGT	337	Entrepreneurship	3
MGT	361	Sport 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	Sport Marketing and Sales	3
<b>You may choose one of the following courses as one of your three major electives:</b>			
CSC	131	Computer Science I	3
CIS	211	Foundations of Information Systems	3
CSC	216	Database Theory	3

**REQUIRED CORE BUSINESS COURSES:**

ACC-221	Accounting I	<b>Credit Hours</b>	3
ACC-222	Accounting II (prerequisite ACC-221)		3
BUS-211	Business Statistics		3
BUS-213	Business Communications		3
BUS-361	Business Law		3
ECN-231	Macroeconomics		3
ECN-232	Microeconomics		3
FIN-341	Principles of Finance (prerequisite ACC-221 & ACC-222)		3
MGT-231	Principles of Management		3
MGT-432	Capstone: Strategic Management		3
MKT-251	Principles of Marketing		3
	<b>TOTAL</b>		<b>33</b>

**REQUIRED MARKETING COURSES:**

MKT-350	Marketing Management (prerequisite MKT-251)	<b>Credit Hours</b>	3
MKT-352	Marketing Research (prerequisite BUS-211 or MAT-151 & MKT-251)		3
MKT-353	Marketing Communications (prerequisite MKT-251 or COM-215)		3
MKT-380	Internship		3
MKT-452	Marketing Problems/Strategy (prerequisite MGT-231 & MKT-251)		3
	Major Electives (See approved list above to choose appropriate courses)		9
	<b>TOTAL</b>		<b>24</b>

**CUMULATIVE TOTAL 57**