

BUSINESS MARKETING: BACHELOR OF SCIENCE

Three-Year Planning Guide ■ Catalog Year 2021-2022

FALL

YEAR ONE (2021)

ACC-221	Accounting I	3
MKT-251	Principles in Marketing	3
	General Education Core*	12
		18

YEAR TWO (2022)

ECN-231	Macroeconomics	3
	Meets Social Science Requirement	
FIN-341	Principles of Finance	3
MKT-353	Marketing Communications	3
	General Education Core*	4
	Major elective****	3
	General Elective	1
		17

YEAR THREE (2023)

MKT-350	Marketing Management	3
MKT-352	Marketing Research	3
	General Education Core*	7
	Major elective****	3
		16

SPRING

YEAR ONE (2022)

ACC-222	Accounting II	3
BUS-211	Business Statistics***	3
MGT-231	Principles of Management	3
	General Education Core*	9
		18

YEAR TWO (2023)

	<i>Global Studies Requirement (J-Term trip optional)</i>	3
BUS-213	Business Communications	3
ECN-232	Microeconomics	3
	Meet Social Science requirement	
	General Education Core*	3
	Major elective****	3
	General elective	3
		18

YEAR THREE (2024)

BUS-361	Business Law	3
MGT-432	Strategic Management	3
MKT-452	Marketing Problems/Strategy	3
	General Education Core*	6
	General elective	3
		18

SUMMER

(2022)

General Electives
6

(2023)

General Electives
MKT-380 Internship
9

(2024)

TOTAL CREDITS

120

***OR students can take MAT 151- Statistics

****See back for Major elective options

*See General Education Core handout for required courses

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
You may choose one of the following courses as one of your three major electives:			
CIS	211	Foundations of Information Systems	3
CSC	131	Computer Science I	3
CSC	216	Database Theory	3

REQUIRED CORE BUSINESS COURSES:

ACC-221	Accounting I	Credit Hours	3
ACC-222	Accounting II (prerequisite ACC-221)		3
BUS-211	Business Statistics (prerequisite math core)		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
TOTAL			33

REQUIRED MARKETING COURSES:

MKT-350	Marketing Management (prerequisite MKT-251)	Credit Hours	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
TOTAL			24

CUMULATIVE TOTAL 57