

Possible Four-Year Plan for Marketing 2023-24 Catalog

*Students must complete REAL Studies minors in **Expression (E)** or complete a minor designated as **E**.*

*Sample schedule includes REAL Studies minor in **Expression**.*

Students should consult with their academic advisor to develop a schedule reflective of their unique goals.

| Freshman Year | | | |
|---|-----------|---|-----------|
| Fall Semester | Credits | Spring Semester | Credits |
| ENGL 111: Principles of College Composition | 3 | Writing Intensive Course | 3 |
| MATH 100: Quantitative Reasoning | 3 | STAT 200: Introduction to Statistics | 3 |
| ECON 105 or 106: Macroeconomics or Microeconomics | 3 | ECON 105 or 106: Macroeconomics or Microeconomics | 3 |
| MKTG 101: Creativity & Innovation | 3 | ITEC 281: Data Mgmt & Analysis with Spreadsheets | 3 |
| REAL Expression course | 3 | REAL Expression course | 3 |
| UNIV 100: Introduction to Higher Education (<i>Recommended</i>) | 1 | | |
| | | | |
| Total Semester Credits: | 16 | Total Semester Credits: | 15 |

| Sophomore Year | | | |
|--|-----------|---|-----------|
| Fall Semester | Credits | Spring Semester | Credits |
| ACTG 211: Fundamentals of Financial Accounting | 3 | ACTG 212: Fundamentals of Managerial Accounting | 3 |
| BLAW 203: Legal Environment of Business | 3 | MKTG 340: Principles of Marketing | 3 |
| MGNT 322: Organizational Behavior | 3 | Writing Intensive Course: 300/400 Level | 3 |
| REAL Expression course | 3 | REAL Expression course | 3 |
| Free Elective | 3 | Free Elective | 3 |
| | | | |
| Total Semester Credits: | 15 | Total Semester Credits: | 15 |

| Junior Year | | | |
|--|-----------|--|-----------|
| Fall Semester | Credits | Spring Semester | Credits |
| MGNT 333: Business Analytics for Decision Making | 3 | FINC 331: Introduction to Business Finance | 3 |
| MKTG 350: Consumer Behavior | 3 | ECON 340: Global Economy & Business | 3 |
| MKTG major elective | 3 | MKTG major elective | 3 |
| REAL Expression course | 3 | REAL Expression course or Free Elective | 3 |
| Free Elective | 3 | Free Elective | 3 |
| | | | |
| Total Semester Credits: | 15 | Total Semester Credits: | 15 |

| Senior Year | | | |
|---------------------------------|-----------|------------------------------------|-----------|
| Fall Semester | Credits | Spring Semester | Credits |
| MGNT 357: Operations Management | 3 | MGNT 428: Global Business Strategy | 3 |
| MKTG 446: Marketing Research | 3 | MKTG 445: Marketing Strategy | 3 |
| MKTG major elective | 3 | MKTG major elective | 3 |
| Free Elective | 3 | Free Elective | 3 |
| Free Elective | 3 | Free Elective | 3 |
| | | | |
| Total Semester Credits: | 15 | Total Semester Credits: | 15 |

120 credit hours required for graduation.