

B.S. in Business Administration - Marketing Recommended Course Sequence

ii	COURSE NUMBER	DESCRIPTION	CREDITS
Freshman Fall (15/16 credits)			
c	COLL 101	First Year Experience (Credits not included in total)	2
c	Business Core - GBUS 140	Introduction to Business	3
c	GS Communication - ENG 101	College Composition I	3 or 4
c	GS Communication - COM 101	Fundamentals of Oral Communication	3
c	Business Core - CIS 271	Practical Computer Applications	3
c	GS Percept/Culture - HISTORY	History Course (HIST 103, 104, 210, or 211)	3
Freshman Spring (15/16 credits)			
c	Business Core - GBUS 220	Business Communication	3
c	Business Core - CIS 270	Fundamentals of Information Systems	2
c	GS Econ/Finance - ECON 103	Principles of Microeconomics	3
c	GS Communication - ENG 102	College Composition II	3
c	GS Quantitative - MATH 140	College Algebra	4 or 5
Sophomore Fall (16 credits)			
c	Business Core - ACC 224	Principles of Financial Accounting	3
c	Business Core - ECON 203	Principles of Macroeconomics	3
c	Business Core - MKT 331	Principles of Marketing	3
c	GS Health & Wellness - HE 250	Intro to Health	3
c	GS Life Science - BIO	Life Science Non-Major and Lab (105 and 106)	4
Sophomore Spring (16 credits)			
c	Business Core - ACC 225	Principles of Managerial Accounting	3
c	Business Major MKT 341	Integrated Marketing Communication	3
c	GS Percept/Culture - CHOICE	GEO, POLS, REL, Foreign Lang, SOC, SWK (See Catalog)	3
c	GS Phys Science - PHYS	Physical World and Lab (190 and 191)	4
c	GS Critical Reading - ENG	Literature for Non-Major (202)	3
Junior Fall (15 credits)			
c	Business Core - GBUS 280	Business Statistics	3
c	Business Core - FIN 300	Principles of Finance	3
c	Business Major - MKT 332	Professional Selling	3
c	Business Core - MGT 350	Principles of Management	3
c	Business Major - MKT 334	Retailing	3
Junior Spring (15 credits)			
c	Business Core - GBUS 303	Quantitative Business Analysis	3
c	Business Core - GBUS 325	International Business	3
c	Business Major - MKT 425	Social Media Marketing	3
c	Business Major - Course	Restricted Elective	3
c	GS Logic/Critic - PHIL or PSYC 101	Any PHIL 100-400 or PSYC 101 Intro to Psych	3
Senior Fall (15 credits)			
c	Business Major - MKT 340	Consumer Behavior	3
c	Business Core - GBUS 344	Legal Environment of Business I	3
c	Business Major - MKT 485	Marketing Research	3
c	Business Major - Course	Restricted Elective	3
c	GS Percept/Culture - CHOICE	See Catalog - GEO, POLS, REL, Foreign Lang, SOC, SWK	3
Senior Spring (13 credits)			
c	Business Core - MGT 498	Management Strategy and Policy	3
c	Business Core - GBUS 420	Professional Development	1
c	Business Major - MKT 498	CAPSTONE: Marketing Management	3
c	GS Fine Arts - ART, FA, MUS, THE	Fine Arts Course (See Catalog for Course Options)	3

c	GS Percept/Culture - CHOICE	See Catalog - GEO, POLS, REL, Foreign Lang, SOC, SWK	3
TOTAL TO GRADUATION			120*

