 **Please refer to your degree audit for specific degree requirements**

 **Marketing -B.S.**

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| **FRESHMAN**  |   |   |   |
| **Fall Courses LAS=10 Credits** |   | **Spring Courses LAS=7 Credits** |   |
| FST 1000 – The College Experience (LAS) | 1 credit  | ACC 2610 – Accounting II (prereq. ACC 2600) | 3 credits  |
| ACC 2600 – Accounting I  | 3 credits  | BUS 2010 – Principles of Management (prereq. BUS 1010) | 3 credits  |
| BUS 1010 – Intro to Business | 3 credits  | MAT 1150B – Elementary Statistics for Business / CIS 1050 – Computer Applications for Business | 3 credits  |
| HIS, POL, PSY, SOC (LAS) | 3 credits  | ECO 2510 – Macroeconomics (LAS) | 3 credits  |
| CIS 1050 – Computer Applications for Business /MAT 1150B – Elementary Statistics for Business (LAS) | 3 credits  | HIS, POL, PSY, SOC (LAS) | 3 credits  |
| ENG 1100 – English Composition (LAS) | 3 credits  | ENG 2380 – Techniques for Business Writing (prereq. ENG 1100) /Physical Education (LAS) | 1 credit  |
| **Total Credits**  | **16 credits**  | **Total Credits**  | **16 credits**  |

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| **SOPHOMORE**  |   |   |   |
| **Fall Courses LAS=9 Credits** |  | **Spring Courses LAS=7 Credits** |  |
| MKT 2300 – Principles of Marketing (prereq. BUS 1010) | 3 credits  | MKT 2350 – Consumer Behavior (prereq MKT 2300)  | 3 credits  |
| ECO 2520 – Microeconomics (LAS) | 3 credits  | FIN3500 – Corporate Finance (prereq. BUS 3430) | 3 credits  |
| COM 2290 – Experience in Corporate Communications (LAS) | 3 credits  | HIS, POL, PSY, SOC (LAS) | 3 credits  |
| BUS 3430 Quantitative Analysis for Business Applications (prereq. MAT 1150B & CIS 1050) | 3 credits  | BLW 2400 – Business Law I | 3 credits  |
| Art History/Music History (LAS) | 3 credits  | Philosophy/Theology (LAS) | 3 credits  |
| ENG 2380 – Techniques for Business Writing (prereq. ENG 1100) /Physical Education | 1 credit  | COM 2390 – Public Speaking for Business/COM 2100 – Public Speaking (3 credits) (LAS) | 1 credit  |
| **Total Credits**  | **16 credits**  | **Total Credits**  | **16 credits**  |

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| **JUNIOR**  |   |   |   |
| **Fall Courses LAS=9 Credits** |  | **Spring Courses LAS=10 Credits** |  |
| ETH 2570 – Business Ethics (LAS)  |  3 credits  | Modern Language Lit (LAS) | 3 credits  |
| MKT 3370 – Marketing Strategy (prereq MKT 2300) | 3 credits  | Science (LAS) | 3 credits  |
| CIS 3600 – Computer Information Systems in Business (LAS) | 3 credits  | BUS/MKT Elective: COM 2550 or COM 3570/NMD 2430/MKT 3320/MKT 3400/MKT 3410/MKT 3420/ MKT 3440 | 3 credits  |
| Modern Language(LAS) | 3 credits  | BUS 3340 – International Business (prereq. BUS 1010 and ECO 2510 or ECO 2520) | 3 credits  |
| BUS 3040 – Organizational Behavior | 3 credits  | CORE (LAS) | 4 credits  |
| Elective  | 1 credit  |  |  |
| **Total Credits**  | **16 credits**  | **Total Credits**  | **16 credits**  |

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| **SENIOR**  |   |   |   |
| **Fall Courses LAS=3 Credits** |  | **Spring Courses LAS=3 Credits** |   |
| BUS/MKT Elective: COM 2550 or COM 3570/NMD 2430/MKT 3320/MKT 3400/MKT 3410/MKT 3420/ MKT 3440 | 3 credits  | BUS 4900 – Management and Finance Capstone  | 3 credits  |
| BUS 4600 – Business Internship | 3 credits  | BUS/MKT Elective: COM 2550 or COM 3570/NMD 2430/MKT 3320/MKT 3400/MKT 3410/MKT 3420/ MKT 3440 | 3 credits  |
| ECO 3150 – Money, Banking & Financial Markets (prereq ECO 2510 & BUS 3430) / ECO 3200 - International Economics (prereq ECO 2510 & 2520) (LAS) | 3 credits  | Philosophy/Theology (LAS) | 3 credits  |
| Elective | 3 credits  | MKT 3380 – Marketing Research (prereq MKT 2300) | 3 credits  |
| Elective | 3 credits  | Elective  | 3 credits  |
| Elective (if COM/NMD selected from upper level elective choices within major, this is an open elective It not, must be LAS) | 1 credit  | Elective (if COM/NMD selected from upper level elective choices within major, this is an open elective It not, must be LAS) |  1 credit  |
| **Total Credits**  | **16 credits**  | **Total Credits**  | **16 credits**  |
| 03/15/19Please be advised BS degree requires 60 LAS credits  |   | **Total Credits to Graduate**  |  **128 credits**  |