



Please refer to your degree audit for your specific degree requirements

Marketing-B.S.

FRESHMAN			
Fall Courses		Spring Courses	
FST 101 - The College Experience	1 credit	BUS 330 - Principles of Marketing (preq. BUS 101)	3 credits
BUS 101 - Introduction to Business	3 credits	MAT 129 Elementary Statistics for Business	3 credits
CIS 105 - Computer Applications for Business	3 credits	BUS 261 - Accounting II (preq. BUS 260)	3 credits
BUS 260 - Accounting I	3 credits	COM 239-Public Speaking for Business	1 credit
ENG 110 - College Composition	3 credits	HIS, POL, PSY, or SOC	3 credits
COM 229 - Experiences in Corporate Comm.	3 credits	Modern Language	3 credits
Total Credits	16 credits	Total Credits	16 credits

SOPHOMORE			
Fall Courses		Spring Courses	
BUS337 Marketing Strategy (preq. BUS 330)	3 credits	BUS 338 - Marketing Research (preq. BUS 330)	3 credits
BUS 240 -Business Law	3 credits	BUS 350-Corporate Finance (preq. BUS 343)	3 credits
ECO 251-Macroeconomics	3 credits	ECO 252 - Microeconomics	3 credits
BUS 343-Quantitative Analysis (preq. CIS 105 and MAT 129)	3 credits	CIS 360 - Computer Information Systems in Business (preq. CIS 102 or 105)	3 credits
ENG 238 -Techniques for Business Writing	1 credit	ETH 257 - Business Ethics	3 credits
Modern Language/Literature	3 credits	Physical Education	1 credit
Total Credits	16 credits	Total Credits	16 credits

JUNIOR			
Fall Courses		Spring Courses	
BUS 301 - Principles of Management (preq. BUS 101)	3 credits	BUS 332 (preq. BUS 330), 340 (preq. BUS 330), 342 (preq. BUS 330), 344 (preq. BUS 330), 391, or co-listed courses COM/BUS 254, COM/BUS 259	3 credits
BUS 335 Consumer Behavior (preq. BUS 330)	3 credits	Philosophy/Theology and Religious Studies	3 credits
BUS 334-International Business (preq. BUS 101 and ECO 251 or 252)	3 credits	BUS 304-Organizational Behavior (preq. BUS 301)	3 credits
Art/Music	3 credits	ECO 315-Money, Banking, & Financial Markets (preq. ECO 251 or 252 and BUS 343)	3 credits
Science	3 credits		
Elective	1 credit	CORE (Junior or Senior Standing)	4 credits
Total Credits	16 credits	Total Credits	16 credits

SENIOR			
Fall Courses		Spring Courses	
BUS 332 (preq. BUS 330), 340 (preq. BUS 330), 342 (preq. BUS 330), 344 (preq. BUS 330), 391, or co-listed courses COM/BUS 254, COM/BUS 259	3 credits	BUS 332 (preq. BUS 330), 340 (preq. BUS 330), 342 (preq. BUS 330), 344 (preq. BUS 330), 391, or co-listed courses COM/BUS 254, COM/BUS 259	3 credits
ECO 320 - International Economics (preq. BUS 315)	3 credits	BUS 490:Marketing, Management and Finance Capstone (Senior Standing)	3 credits
HIS, POL, PSY, or SOC	3 credits	BUS 389 (preq. BUS 260, 261, 350), BUS 460 (preq. Permission of Dept. Head) or BUS 484 (preq. BUS 101, 301, 330, 350)	3 credits
Philosophy/Theology and Religious Studies	3 credits		
Elective	3 credits	HIS, POL, PSY, or SOC	3 credits
Elective	1 credit	Elective	4 credits
Total Credits	16 credits	Total Credits	16 credits
		Total Credits to Graduate	128 credits
10/5/15		*Please be advised that B.S. degrees require the completion of 60 LAS credits	