



Please refer to your degree audit for your specific degree requirements

Marketing-B.S./Dual Degree M.B.A. (HONORS)

FRESHMAN			
Fall Courses		Spring Courses	
FST 101 -The College Experience	1 credit	BUS 240 –Business Law	3 credits
BUS 101H - Introduction to Business	3 credits	MAT 129 Elementary Statistics for Business	3 credits
CIS 105 - Computer Applications for Business	3 credits	BUS 261H - Accounting II (preq. BUS 260H)	3 credits
BUS 260 H- 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 Communications	3 credits	ECO 251H-Macroeconomics	3 credits
Total Credits	16 credits	Total Credits	16 credits

SOPHOMORE			
Fall Courses		Spring Courses	
BUS 330 - Principles of Marketing (preq. BUS 101H)	3 credits	BUS 338 - Marketing Research (preq. BUS 330)	3 credits
ECO 252H - Microeconomics	3 credits	ETH 257 - Business Ethics	3 credits
BUS 343H-Quantitative Analysis (preq. CIS 105 and MAT 129)	3 credits	ECO 315H-Money, Banking, & Financial Markets (preq. BUS 343, ECO 251 or 252)	3 credits
HIS, POL, PSY, or SOC	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
ENG 238 -Techniques for Business Writing (preq. ENG 110)	1 credit	BUS 350H-Corporate Finance (preq. BUS 343H)	3 credits
Art/Music	3 credits	Physical Education	1 credit
Total Credits	16 credits	Total Credits	16 credits

JUNIOR			
Fall Courses		Spring Courses	
BUS 337 Marketing Strategy (preq. BUS 330)	3 credits	BUS 335 Consumer Behavior (preq. BUS 330)	3 credits
BUS 301H - Principles of Management (preq. BUS 101H)	3 credits	CIS 360 - Computer Information Systems in Business	3 credits
BUS 334-International Business (preq. BUS 101H and ECO 251H or ECO 252H)	3 credits	BUS 304-Organizational Behavior (preq. BUS 301H)	3 credits
Modern Language	3 credits	Modern Language/Literature	3 credits
Philosophy/Theology and Religious Studies	3 credits	CORE (Junior or Senior Status)	4 credits
Elective	1 credit		
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. ECO 315H)	3 credits	BUS 490H:Marketing, Management and Finance Capstone (Senior Standing)	3 credits
HIS, POL, PSY, or SOC	3 credits	Science	3 credits
Philosophy/Theology and Religious Studies	3 credits	BUS 389H (preq. BUS 260H, 261H, 350H), BUS 460 (preq. Permission of Dept. Head) or BUS 484 (preq. BUS 101H, 301H, 330, 350H)	3 credits
BUS 510- Marketing Management	3 credits	BUS 515- Business Ethics	3 credits
Elective	1 credit	Elective	1 credit
Total Credits	16 credits	Total Credits	16 credits
		Total Credits to Graduate	128 credits