



2017-19 Marketing-B.S. (HONORS)

FRESHMAN			
Fall Courses		Spring Courses	
BUS 101H - Introduction to Business	3 credits	COM 229 - Experiences in Corporate Com.	3 credits
HIS, POL, PSY, or SOC	3 credits	MAT 129 - Elementary Statistics for Business	3 credits
CIS 105 - Computer Applications for Business	3 credits	ACC 261H - Accounting II (preq. BUS 260H)	3 credits
ACC 260H - Accounting I	3 credits	BUS 201H - Principles of Management (preq. BUS 101H)	3 credits
ENG 110 - College Composition	3 credits	HIS, POL, PSY, or SOC	3 credits
FST 101 - College Experience	1 credit	ENG 238 - Techniques for Business Writing (preq. ENG 110)	1 credit
Total Credits	16 credits	Total Credits	16 credits

SOPHOMORE			
Fall Courses		Spring Courses	
MKT 230H - Principles of Marketing (preq. BUS 101H)	3 credits	MKT 235 - Consumer Behavior (preq. MKT 230)	3 credits
ECO 251H - Macroeconomics	3 credits	BUS 304 - Organizational Behavior (preq. BUS 201H)	3 credits
BUS 343H - Quantitative Analysis (preq. CIS 105 and MAT 129)	3 credits	ECO 252H - Microeconomics	3 credits
BLW 240 Business Law I	3 credits	ETH 257 - Business Ethics	3 credits
Art History or Music History	3 credits	FIN 350H - Corporate Finance (preq. BUS 343H)	3 credits
Elective	1 credit	Physical Education	1 credit
Total Credits	16 credits	Total Credits	16 credits

JUNIOR			
Fall Courses		Spring Courses	
MKT 337 Marketing Strategy (preq. MKT 230)		MKT 338 - Marketing Research (preq. MKT 230)	3 credits
ECO 315H - Money, Banking, and Financial Markets (preq. ECO 251H, 252H & BUS 343H) or ECO 320 - Global Economics & Finance (preq. ECO 251H, 252H)	3 credits	CIS 360 - Computer Information Systems in Business (preq. CIS 102 or 105)	3 credits
BUS 334 - International Business (preq. BUS 101H and ECO 251H or 252H)	3 credits	Marketing Elective (MKT 332 340 341 342 343 344 357; COM 357 ; NMD/COM 243)	3 credits
Modern Language	3 credits	Modern Language/Literature	3 credits
Philosophy/Theology and Religious Studies	3 credits		
Elective - MKT 339 - Marketing Analytics (preq. MKT 230) Strongly recommended	1 credit	CORE Course (Junior or Senior Standing)	4 credits
Total Credits	16 credits	Total Credits	16 credits

SENIOR			
Fall Courses		Spring Courses	
Marketing Elective (MKT 332 340 341 342 343 344 357; COM 357 ; NMD/COM 243)	3 credits	Marketing Elective (MKT 332 340 341 342 344 357; COM 357 ; NMD/COM 243)	3 credits
Elective	3 credits	BUS 490H - Marketing, Management and Finance Capstone (Senior Standing)	3 credits
Philosophy/Theology and Religious Studies	3 credits	Science	3 credits
BUS 460 (preq. Permission of Dept. Head** SR), or BUS 308 Project Mgmt. or BUS 315 (for FT working students)	4 credits	Elective	3 credits
HIS, POL, PSY, or SOC	3 credits	Elective (FIN 151, 152 or 153 Personal Fin. Mgmt. I, II, or III (strongly recommended))	4 credits
Total Credits	16 credits	Total Credits	16 credits
		Total Credits to Graduate	128 credits

s\academic services\8-Semester Plan Grid

*Please be aware that B.S. degrees require the completion of 60 LAS credits

**SR = Strongly Recommended