



2017-19 Marketing-B.S./Dual Degree M.B.A.

FRESHMAN			
Fall Courses		Spring Courses	
COM 229 - Experiences in Corporate Com.	3 credits	MKT 230 - Principles of Marketing (req. 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	ACC 261 - Accounting II (req. ACC 260)	3 credits
ACC 260 - Accounting I	3 credits	Modern Language	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 (req. ENG 110)	1 credit
Total Credits	16 credits	Total Credits	16 credits

SOPHOMORE			
Fall Courses		Spring Courses	
BLW 240 - Business Law I	3 credits	MKT 235 - Consumer Behavior (req. MKT 230)	3 credits
BUS 201 - Principles of Management (req. BUS 101)	3 credits	FIN 350 - Corporate Finance (req. BUS 343)	3 credits
ECO 251 - Macroeconomics	3 credits	ECO 252 - Microeconomics	3 credits
BUS 343 - Quantitative Analysis (req. CIS 105 and MAT 129)	3 credits	BUS 304 - Organizational Behavior (req. BUS 201)	3 credits
Elective	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	
MKT 337 - Marketing Strategy (req. MKT 230)	3 credits	MKT 338 - Marketing Research (req. MKT 230)	3 credits
ECO 315 - Money, Banking, & Financial Markets (req. ECO 251 or 252 and BUS 343) or ECO 320 - Global Economics & Finance (req. ECO 251 and 252)	3 credits	CIS 360 - Computer Information Systems in Business (req. CIS 102 or 105)	3 credits
BUS 334 - International Business (req. BUS 101 and ECO 251 or 252)	3 credits	Marketing Elective (MKT 332 340 341 342 343 344 357; COM 357; NMD/COM 243)	3 credits
Art History or Music History	3 credits	Philosophy/Theology and Religious Studies	3 credits
Science	3 credits	CORE Course (Junior or Senior Status)	4 credits
Elective - MKT 339 - Marketing Analytics (req. MKT 230) Strongly recommended	1 credit		
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 332 340 341 342 343 344 357; COM 357; NMD/COM 243)	3 credits
BUS 460 (req. Permission of Dept. Head** SR), or BUS 308 Project Mgmt. or BUS 315 (for FT working students)	3 credits	ETH 257 - Business Ethics	3 credits
HIS, POL, PSY, or SOC	3 credits	BUS 490 - Marketing, Management and Finance Capstone (Senior Status)	3 credits
Philosophy/Theology and Religious Studies	3 credits	HIS, POL, PSY, or SOC	3 credits
BUS 510 - Marketing Management	3 credits	BUS 515 - Business Ethics	3 credits
Elective	1 credit	Elective (FIN 151, 152 or 153 Personal Fin. Mgmt. I, II, or III (strongly recommended))	1 credit
Total Credits	16 credits	Total Credits	16 credits

s\academic services\8-Semester Plan Grid

Total Credits to Graduate	128 credits
*Please be aware that B.S. degrees require the completion of 60 LAS credits	
**SR = Strongly Recommended	