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

## FRESHMAN

<table>
<thead>
<tr>
<th>Fall Courses</th>
<th>Spring Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 229 - Experiences in Corporate Com.</td>
<td>MKT 230 - Principles of Marketing (preq. BUS 101)</td>
</tr>
<tr>
<td>BUS 101 - Introduction to Business</td>
<td>MAT 129 - Elementary Statistics for Business</td>
</tr>
<tr>
<td>CIS 105 - Computer Applications for Business</td>
<td>ACC 261 - Accounting II (preq. ACC 260)</td>
</tr>
<tr>
<td>ACC 260 - Accounting I</td>
<td>Modern Language</td>
</tr>
<tr>
<td>ENG 110 - College Composition</td>
<td>ENG 238 - Techniques for Business Writing (preq. ENG 110)</td>
</tr>
<tr>
<td>FST 101 - College Experience</td>
<td></td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>Total Credits</strong></td>
</tr>
<tr>
<td></td>
<td>16 credits</td>
</tr>
</tbody>
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## SOPHOMORE

<table>
<thead>
<tr>
<th>Fall Courses</th>
<th>Spring Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>BLW 240 - Business Law I</td>
<td>MKT 235 - Consumer Behavior (preq. MKT 230)</td>
</tr>
<tr>
<td>BUS 201 - Principles of Management (preq. BUS 101)</td>
<td>FIN 350 - Corporate Finance (preq. BUS 343)</td>
</tr>
<tr>
<td>ECO 251 - Macroeconomics</td>
<td>ECO 252 - Microeconomics</td>
</tr>
<tr>
<td>BUS 343 - Quantitative Analysis (preq. CIS 105 and MAT 129)</td>
<td>BUS 304 - Organizational Behavior (preq. BUS 201)</td>
</tr>
<tr>
<td>Elective</td>
<td>ETH 257 – Business Ethics</td>
</tr>
<tr>
<td>Modern Language/Literature</td>
<td>Physical Education</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
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<td>16 credits</td>
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## JUNIOR

<table>
<thead>
<tr>
<th>Fall Courses</th>
<th>Spring Courses</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKT 337 - Marketing Strategy (preq. MKT 230)</td>
<td>MKT 338 - Marketing Research (preq. MKT 230)</td>
</tr>
<tr>
<td>ECO 315 - Money, Banking, &amp; Financial Markets (preq. ECO 251 or 252 and BUS 343) or ECO 320 - Global Economics &amp; Finance (preq. ECO 251 and 252)</td>
<td>CIS 360 - Computer Information Systems in Business (preq. CIS 102 or 105)</td>
</tr>
<tr>
<td>BUS 334 - International Business (preq. BUS 101 and ECO 251 or 252)</td>
<td>Marketing Elective (MKT 332 340 341 342 343 344 357; COM 357; NMD/COM 243)</td>
</tr>
<tr>
<td>Art History or Music History</td>
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</tr>
<tr>
<td>Science</td>
<td>Philosophy/Theology and Religious Studies</td>
</tr>
<tr>
<td>Elective - MKT 339 - Marketing Analytics (preq. MKT 230) Strongly recommended</td>
<td>CORE Course (Junior or Senior Status)</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td><strong>Total Credits</strong></td>
</tr>
<tr>
<td></td>
<td>16 credits</td>
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## SENIOR

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<thead>
<tr>
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</tr>
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<tbody>
<tr>
<td>Marketing Elective (MKT 332 340 341 342 343 344 357; COM 357; NMD/COM 243)</td>
<td>Marketing Elective (MKT 332 340 341 342 343 344 357; COM 357; NMD/COM 243)</td>
</tr>
<tr>
<td>BUS 460 (preq. Permission of Dept. Head** SR), or BUS 308 Project Mgmt. or BUS 315 (for FT working students)</td>
<td>ETH 257 - Business Ethics</td>
</tr>
<tr>
<td>HIS, POL, PSY, or SOC</td>
<td>BUS 490 - Marketing, Management and Finance Capstone (Senior Status)</td>
</tr>
<tr>
<td>Philosophy/Theology and Religious Studies</td>
<td>HIS, POL, PSY, or SOC</td>
</tr>
<tr>
<td>BUS 510 - Marketing Management</td>
<td>BUS 515 - Business Ethics</td>
</tr>
<tr>
<td>Elective</td>
<td>Elective (FIN 151, 152 or 153 Personal Fin. Mgmt. I, II, or III (strongly recommended))</td>
</tr>
<tr>
<td><strong>Total Credits</strong></td>
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</tr>
<tr>
<td></td>
<td>16 credits</td>
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</table>

**Total Credits to Graduate: 128 credits**

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

**SR = Strongly Recommended*