



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

<b>FRESHMAN</b>			
<b>Fall Courses</b>		<b>Spring Courses</b>	
BUS 101H - Introduction to Business	3 credits	BUS 201H - Principles of Management (preq. BUS 101H)	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. ACC 260H)	3 credits
ACC 260H - Accounting I	3 credits	COM 229 - Experiences in Corporate Com.	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
<b>Total Credits</b>	<b>16 credits</b>	<b>Total Credits</b>	<b>16 credits</b>

<b>SOPHOMORE</b>			
<b>Fall Courses</b>		<b>Spring Courses</b>	
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	3 credits	ETH 257 – Business Ethics	3 credits
Art History or Music History	3 credit	FIN 350H - Corporate Finance (preq. BUS 343H)	3 credits
Elective	1 credit	Physical Education	1 credit
<b>Total Credits</b>	<b>16 credits</b>	<b>Total Credits</b>	<b>16 credits</b>

<b>JUNIOR</b>			
<b>Fall Courses</b>		<b>Spring Courses</b>	
MKT 337 - Marketing Strategy (preq. MKT 230)	3 credits	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	3 credits
BUS 334 - International Business (preq. BUS 101H and ECO 251H or 252H)	3 credits	Marketing Elective (MKT 332 340 341 342 344 357; COM 357 ; NMD/COM 243)	3 credits
Modern Language	3 credits	Modern Language/Literature	3 credits
Philosophy/Theology and Religious Studies	3 credits	CORE (Junior or Senior Status)	4 credits
Elective - MKT 339 - Marketing Analytics (preq. MKT 230) Strongly recommended	1 credit?		
<b>Total Credits</b>	<b>16 credits</b>	<b>Total Credits</b>	<b>16 credits</b>

<b>SENIOR</b>			
<b>Fall Courses</b>		<b>Spring Courses</b>	
Marketing Elective (MKT 332 340 341 342 344 357; COM 357 ; NMD/COM 243)	3 credits	Marketing Elective (MKT 332 340 341 342 344 357; COM 357 ; NMD/COM 243)	3 credits
BUS 460 (preq. Permission of Dept. Head** SR), or BUS 308 Project Mgmt. or BUS 315 (for FT working students)	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	Elective	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
<b>Total Credits</b>	<b>16 credits</b>	<b>Total Credits</b>	<b>16 credits</b>
		<b>Total Credits to Graduate</b>	<b>128 credits</b>
*Please be aware that B.S. degrees require the completion of 60 LAS credits **SR = Strongly Recommended			

s\academic services\8-Semester Plan Grid