



Please refer to your degree audit for specific degree requirements
Marketing -B.S.

FRESHMAN			
Fall Courses LAS=10 Credits		Spring Courses LAS=7 Credits	
FST 1000 – The College Experience (LAS)	1 credit	ACC 2610 – Accounting II (prereq. ACC 2600)	3 credits
ACC 2600 – Accounting I	3 credits	BUS 2010 – Principles of Management (prereq. BUS 1010)	3 credits
BUS 1010 – Intro to Business	3 credits	MAT 1150B – Elementary Statistics for Business / CIS 1050 – Computer Applications for Business	3 credits
HIS, POL, PSY, SOC (LAS)	3 credits	ECO 2510 – Macroeconomics (LAS)	3 credits
CIS 1050 – Computer Applications for Business /MAT 1150B – Elementary Statistics for Business (LAS)	3 credits	HIS, POL, PSY, SOC (LAS)	3 credits
BUS 1050 - Microsoft Office Specialist (MOS) Associate Certification	0 credits	ENG 2380 – Techniques for Business Writing (prereq. ENG 1100) /Physical Education (LAS)	1 credit
ENG 1100 – English Composition (LAS)	3 credits	Total Credits	16 credits
Total Credits	16 credits		

SOPHOMORE			
Fall Courses LAS=9 Credits		Spring Courses LAS=7 Credits	
MKT 2300 – Principles of Marketing (prereq. BUS 1010)	3 credits	MKT 2350 – Consumer Behavior (prereq MKT 2300)	3 credits
ECO 2520 – Microeconomics (LAS)	3 credits	FIN3500 – Corporate Finance (prereq. BUS 3430)	3 credits
COM 2290 – Experience in Corporate Communications (LAS)	3 credits	HIS, POL, PSY, SOC (LAS)	3 credits
BUS 3430 Quantitative Analysis for Business Applications (prereq. MAT 1150B & CIS 1050)	3 credits	BLW 2400 – Business Law I	3 credits
Art History/Music History (LAS)	3 credits	Philosophy/Theology (LAS)	3 credits
ENG 2380 – Techniques for Business Writing (prereq. ENG 1100) /Physical Education	1 credit	COM 2390 – Public Speaking for Business/COM 2100 – Public Speaking (3 credits) (LAS)	1 credit
Total Credits	16 credits	Total Credits	16 credits

JUNIOR			
Fall Courses LAS=12 Credits		Spring Courses LAS=7 Credits	
ETH 2570 – Business Ethics (LAS)	3 credits	Modern Language Lit (LAS)	3 credits
MKT 3370 – Marketing Strategy (prereq MKT 2300)	3 credits	BUS 3040 – Organizational Behavior	3 credits
CIS 3600 – Computer Information Systems in Business (LAS)	3 credits	BUS/MKT Elective: COM 2540 or COM 3570/NMD 2430/MKT 3320/MKT 3400/MKT 3410/MKT 3420/ MKT 3440	3 credits
Modern Language(LAS)	3 credits	BUS 3340 – International Business (prereq. BUS 1010 and ECO 2510 or ECO 2520)	3 credits
Science (LAS)	3 credits	CORE (LAS)	4 credits
Elective	1 credit		
Total Credits	16 credits	Total Credits	16 credits

SENIOR			
Fall Courses LAS=3 Credits		Spring Courses LAS=3 Credits	
BUS/MKT Elective: COM 2540 or COM 3570/NMD 2430/MKT 3320/MKT 3400/MKT 3410/MKT 3420/ MKT 3440	3 credits	BUS 4900 – Management and Finance Capstone	3 credits
BUS 4600 – Business Internship	3 credits	BUS/MKT Elective: COM 2540 or COM 3570/NMD 2430/MKT 3320/MKT 3400/MKT 3410/MKT 3420/ MKT 3440	3 credits
ECO 3150 – Money, Banking & Financial Markets (prereq ECO 2510 & BUS 3430) / ECO 3200 - International Economics (prereq ECO 2510 & 2520) (LAS)	3 credits	Philosophy/Theology (LAS)	3 credits
Elective	3 credits	MKT 3380 – Marketing Research (prereq MKT 2300)	3 credits
Elective	3 credits	Elective	3 credits
Elective (if COM/NMD selected from upper level elective choices within major, this is an open elective It not, must be LAS)	1 credit	Elective (if COM/NMD selected from upper level elective choices within major, this is an open elective It not, must be LAS)	1 credit
Total Credits	16 credits	Total Credits	16 credits

03/15/19

Please be advised BS degree requires 60 LAS credits

*As of fall 2021, all incoming freshmen are required to take BUS 1050 in tandem with CIS 1050. This is a graduation requirement.

Total Credits to Graduate **128 credits**