



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

| 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 | FIN 3500 – 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 (prereq. BUS 2010) | 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 |
| BUS 5150 – Business Ethics | 3 credits | MKT 3380 – Marketing Research (prereq MKT 2300) | 3 credits |
| BUS 5100 – Marketing Management | 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**