



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	FIN 2500 – Principles of Finance	3 credits
BUS 2010 – Principles of Management	3 credits	MAT 1150B – Elementary Statistics for Business (LAS)/ CIS 1050 – Computer Applications for Business	3 credits
HIS, POL, PSY, SOC (LAS)	3 credits	ECO 2510 – Macroeconomics (LAS)	3 credits
MAT 1150B – Elementary Statistics for Business (LAS)/ CIS 1050 – Computer Applications for Business	3 credits	HIS, POL, PSY, SOC (LAS)	3 credits
BUS 1050 - Microsoft Office Specialist (MOS) Associate Certification*	0 credit	ENG 2380 – Techniques for Business Writing (prereq. ENG 1100) (LAS) /Physical Education	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=9 Credits	
MKT 2300 – Principles of Marketing	3 credits	MKT 2350 – Consumer Behavior (prereq MKT 2300)	3 credits
ECO 2520 – Microeconomics (LAS)	3 credits	COM 2100 – Public Speaking (LAS)	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) (LAS)/Physical Education	1 credit	Elective	1 credit
Total Credits	16 credits	Total Credits	16 credits

JUNIOR			
Fall Courses LAS=9 Credits		Spring Courses LAS=10 Credits	
ETH 2570 – Business Ethics (LAS)	3 credits	Modern Language Lit (LAS)	3 credits
MKT 3370 – Marketing Strategy (prereq MKT 2300)	3 credits	Science (LAS)	3 credits
CIS 3600 – Computer Information Systems in Business (LAS)	3 credits	BUS/ECO/FIN/MKT 2000/3000 or NMD/COMM 2260 or MKT/COMM 2550 Elective	3 credits
Modern Language (LAS)	3 credits	Elective	3 credits
BUS 3040 – Organizational Behavior	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/ECO/FIN/MKT 2000/3000 or NMD/COMM 2260 or MKT/COMM 2550 Elective	3 credits	BUS 4900 – Capstone	3 credits
BUS 4600 – Business Internship	3 credits	BUS/ECO/FIN/MKT 2000/3000 or NMD/COMM 2260 or MKT/COMM 2550 Elective	3 credits
ECO 3200 – Global Economics & Finance (prereq ECO 2510 & 2520) (LAS)	3 credits	Philosophy/Theology (LAS)	3 credits
Elective	3 credits	MKT 3380 – Marketing Research (prereq MKT 2300)	3 credits
Total Credits	12 credits	Total Credits	12 credits

March 2022

Total Credits to Graduate

120 credits

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.