

Marketing 3 Year Plan – 2016-2017

Fall Semester	Credits	Spring Semester	Credits
Year 1		Year 1	
ACC 205. Financial Acct.	3	ACC 230. Managerial Acct.	3
MKT 205. Principles of Mkt or MGT 204. Principles of Mgmt	3	MKT 205. Principles of Mkt or MGT 204. Principles of Mgmt	3
General Education courses	10	General Education courses	3
UNI 101	1	Science with a lab	4
		MTH 310. Statistics	4
Total	17	Total	17
Year 2		Year 2	
ECO 211. Microeconomics	3	ECO 212. Macroeconomics	3
FIN 308. Principles of Finance or BUS 303/304. Bus Law 1 or 2	3	FIN 308. Principles of Finance or BUS 303/304. Bus Law 1 or 2	3
BUS 310. Quantitative Analysis	3	MKT 310. Marketing Research	3
MKT 305. Consumer Behavior	3	Marketing Elective *	3
General Education courses	6	General Education courses	6
Total	18	Total	18
Year 3		Year 3	
2 Marketing Electives*	6	MKT 354. Advertising & Promotion	3
BUS 450. Bus. Strategy & Policy	3	Marketing Elective*	3
General Education courses	9	BUS 410. Mgt Information Systems	3
		General Education courses	9
Total	18	Total	18

* Marketing Electives may be chosen from the following:

MGT 334. Human Resources Management, MKT 316. Supply Chain Management, MKT 320. Personal Selling, MKT 325. Sports Marketing, MKT 330. Principles of Retailing, MKT 340. International Business, MKT 350. Small Business Management, MKT 424. Business Ethics and Social Responsibility, ECO 353. Managerial Economics.

Note: An additional total of 14 credits (4 to 5 courses) will be required to be taken in the summers prior to each year.

It is strongly suggested that MKT/MGT 424 should be taken for the General Education Ethics requirement and that MGT/MKT 340 be taken to satisfy the General Education Cross Cultural Studies requirement.

If students choose to double major and/or minor, the following catalog rule applies: Any course applied toward the completion of one major/minor may not also be applied toward the fulfillment of elective requirements in another major/minor.