



Marketing Major – Bachelor of Science

FIRST YEAR-SEMESTER #1	FIRST YEAR- SEMESTER #2	UNIVERSITY CORE
CORE 115 3	COM 100/ ENG 101 3	COMMON GOOD
COM 100/ENG 101 3	ECO 211/ ECO 212 3	CORE 115 Common Ground Code COR
ECO 211/ ECO 212 3	MTH 174* 3	Justice & the Common Good Code JCG
SOC 103 3	MKT 300 3	Ethics Code CE
MTH 180*/MTH 190 3	Core requirement 3	Experiential Learning Code EXP
		Core Capstone Code CCP
SECOND YEAR-SEMESTER #1	SECOND YEAR-SEMESTER #2	HUMANITIES
ACC 213 3	ACC 214 (ACC 213) 3	Speech (COM 100) Code C
BUS 210/ BUS 352 3	BUS 210/BUS 352 3	Writing (ENG 101) Code C
CIS 203 3	MKT 371 3	Literature (ENG) Code CL
MKT 365 3	Core requirement 3	Art or Music Code CAM
Core requirement 3	Core requirement 3	History Code CH
CED 220 1		Religious Studies Code CR
		Philosophy Code CP
THIRD YEAR-SEMESTER #1	THIRD YEAR-SEMESTER #2	SCIENCES
FIN 300 (ACC 213) 3	MKT 357 or 453` 3	Biology/Chemistry/Physics + Lab Code CN
MKT 356 or 311` 3	Business Ethics option 3	Mathematics Code CMA
Core requirement 3	Core requirement 3	SOC 103 Our Social World Code CS
Core requirement 3	Elective 3	Choose one discipline:
CED 320^ 1	Elective 3	ECO 212 Microeconomics Code CEP
Elective 3		PSY 103 Psychology Code CEP
FOURTH YEAR-SEMESTER #1	FOURTH YEAR-SEMESTER #2	BUSINESS CORE
MKT 415 3	MKT 420/520** 3	ACC 213 Principles of Accounting I (3)
MGT 500** or Elective 3	MGT 580** or Elective 3	ACC 214 Principles of Accounting II (3)
MGT 510** or Elective 3	MKT 357 or 453` 3	BUS 210 Business Law (3)
Core requirement 3	Core Capstone 3	BUS 352 Business Communication (3)
Elective# 3		CIS 203 Business Info Technology (3)
CED 420^ 1		ECO 211 Principles of Macro (3) S
		ECO 212 Principles of Micro (3) S/CEP
		FIN 300 Corporate Finance (3)
		ETH: REL 251 Business Ethics (3) E/CE
		OR
		ETH: PHI 397 Ethical Conduct of Business (3) E/CE
		MGT 300 Mgmt/Org Behavior (3)
		MKT 300 Principles of Marketing (3)
		MTH 174 Statistics I (3) MA/CMA
		MTH 180 Math for Bus (3) MA/CMA
		OR
		MTH 190 Concepts of Calc (3) MA/CMA

NOTES	
<p>Prerequisites in parenthesis. `MKT elective courses on rotation Students are encouraged to take Business electives. **Courses for 4+1 MBA students. 120 credits hours minimum needed to graduate.</p>	<p>*Students must have an appropriate math placement or complete MTH 098. ^ TOP program requirement (optional) #Elective taken if TOP program hours not completed One core requirement will be four credit hours as a natural science with lab.</p>
<p>**Curriculum Guide does not replace advisement by a faculty member within the Marketing program.**</p>	