

MARKETING
(122 Credit Hours)
(8/2010)

Fall

FRESHMAN

___ CIS 110 Intro. to Computer Applications
___ CORE 100 Liberal Arts Seminar
___ CORE 115 **OR** 116 Oral Communication
___ CORE 180 **OR** CORE 190 Social Sciences
___ MSB 110 Intro to Financial Accounting
___ First Year Experience (1 credit)

Spring

___ CORE 110 Effective Writing
___ CORE 140-146 (Foreign Cultures/Language)
___ ECON 112 Principles of Economics: Micro
___ MATH 123 Finite Math or **OR**
MATH 129 Analytic Geometry
___ MSB 120 Intro. Management Accounting &
Planning

SOPHOMORE

___ CORE 131 **OR** 133 (Civilizations)
___ CORE 153 Principles of Economics: Macro
___ CORE 280 Fundamentals of Philosophy
___ MSB 210 Principles of Marketing
___ MSB 250 Business Communications &
Mentoring

___ CORE 181-188 American Studies **OR**
CORE 191-198 Global Studies***
___ ECON 221 Quantitative Methods for Business
& Economics
___ MKT 315 Consumer Behavior

___ MSB 200 Principles of Management
___ MSB 287 Business Ethics****

JUNIOR

___ CORE 250-259 (Systemic Theology)
___ MSB 305 Organizational Behavior
___ MSB 320 Financial Management
___ MSB 330 Business Law I
___ MKT Elective*

___ CARP 412 Career Planning II (1 credit)
___ CORE 162 – 164 (Literature)
___ CORE 171-179 (Arts))
___ CORE 260-269 (Moral Theology)
___ CORE 270 **OR** CORE 270E (Natural Science I)
___ MKT Elective*

SENIOR

___ CORE 271-279 (Natural Science II)
___ MKT 450 Marketing Research
___ MKT Elective*
___ Elective**
___ Elective**

___ MKT 480 Marketing Management
___ MSB 480 Strategic Management
___ Elective**
___ Elective**
___ Elective**

*Marketing Electives are selected from the following:

MKT 320 Retail Management	MKT 360 Strategic Advertising Campaigns
MKT 325 Public Relations	MKT 385 Global Supply Chain Management
MKT 330 Selling Strategies	MKT 390 International Marketing
MKT 350 Principles of Advertising	

**5 Elective Courses (15 credits). Students may select any course offered/accepted by the college, including non-business courses. Marketing majors are encouraged to participate in the Experiential Learning/Internship Program and/or Study Abroad.

***If you took CORE 180, then you must select from CORE 191-198. If you took CORE 190, then you must select from CORE 181-188.

****CORE 287 is **NOT** the equivalent of MSB 287.

September 16, 2010