



Marketing

Freshman Fall

Major Requirements	General Education Requirements	Total Credits
<i>BUAD 1010 Intro to Business (3)</i>	<i>FYSE 1000 First Year Seminar (2)</i>	15-18
<i>MGMT/SPMM 2020 Principles of Management (3)</i>	3-6 Gen Ed credits from list on left	
ECON 2010 Microeconomics (3)		
<i>CSCI 1030 Intro to Excel (1)</i>		

Freshman Spring

Major Requirements	General Education Requirements	Total Credits
<i>BUAD/PSYC/SOCS 2600 Organizational Behavior (3)</i>	4-7 Gen Ed credits from list on left	13-16
MRKT/SPMM 2010 Principles of Marketing (3)		
ECON 2020 Macroeconomics (3)		

Sophomore Fall

Major Requirements	General Education Requirements	Total Credits
<i>ACCT 2010 Principles of Accounting I (3)</i>	6-8 Gen Ed credits from list on left	16-18
<i>ACCT 2010L Principles of Accounting I Lab (1)</i>		
BUAD/SPMM 2100 Business Law I (3)		
<i>MATH 2400 Statistics (3)</i>		

Sophomore Spring

Major Requirements	General Education Requirements	Total Credits
<i>ACCT 2020 Principles of Accounting II (3)</i>	9-12 Gen Ed credits from list on left	13-16
<i>ACCT 2020L Principles of Accounting II Lab (1)</i>		

Junior Fall

Major Requirements	General Education Requirements	Total Credits
BUAD 3210 Corporate Finance (3)	3-6 Gen Ed credits from list on left	15-18
*MRKT 3550 Personal Selling OR MRKT/SPMM 4010 Marketing Research (3)		
MRKT 3400 Advertising & Branding (3)		
MGMT/MRKT 3600 Creative Problem Solving (3)		

Junior Spring

Major Requirements	General Education Requirements	Total Credits
BUAD 3800 International Business (3)	5-6 Gen Ed credits from list on left	14-15
*MRKT 3450 Consumer Behavior OR MRKT 3650 Integrated Marketing Communication (3)		
<i>CSCI 1510 Intro to Management Info Systems (2)</i>		
<i>MRKT 3500 Internship Prep (1)</i>		

Senior Fall

Major Requirements	General Education Requirements	Total Credits
ECON 2050 Personal Economics (3)	<i>SRSE 4100 Senior Seminar (2)</i>	15-16
BUAD/SOCS 3410 The Leadership Challenge (3)	1-2 additional Gen Ed or Major Specific Elective credits	
MRKT/SPMM 4020 Marketing Management (3)		
*MRKT 3550 OR MRKT/SPMM 4010 (3) (whichever one was not taken Junior year)		

Senior Spring

Major Requirements	General Education Requirements	Total Credits
<i>MRKT 4500 Internship Experience (2)</i>	7-8 additional Gen Ed or Major Specific Elective credits	15-16
MGMT 4200 Strategic Management (3)		
*MRKT 3450 OR MRKT 3650 (3) (whichever one was not taken Junior year)		

Gen Ed Requirements

Shared Core
BIBL 1010 Encountering the Old Testament (3)

BIBL 1020 Engaging the New Testament (3)

COMP 1010 Principles of Writing (3)

HIST 1400 Western History in Global Context (3)

PHST 1300 Personal Wellness (1)

Choice Core
Fine Arts (2,4) - recommend ARTS 2700 OR ARTS 2810

Lab Science (4)

COMM 1105 (3)

COMP 1020 (3)

Language (3)

LITR 1000/2000 Survey (3)

PHIL 2202 (3)

Major Specific Requirements

- Acceptance to major
- 60 Liberal arts credits
- 124 Total credits

Bold and italicized font indicates courses that are offered every semester

Shaded cells indicate credits that count toward liberal arts requirement

*MRKT 3550, MRKT/SPMM 4010, MRKT 3450, & MRKT 3650 are courses that are offered on alternate years. Please check the course rotation and plan accordingly.