

DEGREE PLAN - Marketing

General Option



Student: _____ **Major:** Marketing

Vandal #: _____ **Emphasis/Option:** _____

Date: _____ **Type:** B.S. Business **Total Transfer Credits:** _____

Freshman Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
BUS 190 Integrated Business & Value Creation	3	ISEM 101 Integrated Seminar	3
MATH 143 Pre-Calculus	3	<i>American Diversity Elective</i>	3
ENGL 102 Writing & Rhetoric	3	<i>Humanities Elective</i>	3
<i>1st Natural Science & Lab</i>	4	<i>2nd Natural Science & Lab</i>	4
COMM 101 Fundamentals of Public Speaking	2	<i>Free Elective</i>	2
Total Credits	15	Total Credits	15

Sophomore Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
ACCT 201 Financial Accounting	3	ACCT 202 Managerial Accounting	3
ECON 201 Principles of Macroeconomics	3	ECON 202 Principles of Microeconomics	3
BLAW 265 Legal Environment of Business	3	MHR 310 Leading Organizations and People	3
STAT 251 Statistical Methods	3	BUS 252 Introduction to Business Analytics	3
PHIL 208 Business Ethics	3	<i>Advanced Writing</i>	3
Total Credits	15	Total Credits	15

Junior Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
FIN 301 Financial Resources Management	3	ISEM 301 Great Issues	1
MKTG 321 Marketing	3	MKTG 324 Consumer Behavior	3
MIS 350 Managing Information	3	<i>Upper Division Economics Elective</i>	3
OM 370 Process Management	3	<i>Promotions Elective</i>	3
<i>Social Science Elective</i>	3	<i>Free Elective</i>	5
Total Credits	15	Total Credits	15

Senior Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
MKTG 421 Marketing Research & Analysis	3	BUS 490 Strategic Management	3
<i>Product Elective</i>	3	MKTG 428 Marketing Management	3
<i>Place Elective</i>	3	MKTG 424 Pricing Strategy & Tactics	3
<i>Business Elective</i>	3	<i>International Elective</i>	3
<i>Free Elective</i>	3	<i>Free Elective</i>	3
Total Credits	15	Total Credits	15

An average semester has 15 credits | Courses with choices/electives are shown by *italics*—options found in your Degree Audit