

# MARKETING | B.S. Business

## Marketing Analytics Option

### 2018 - 2019 Curriculum Sample

#### Freshman Year

FIRST SEMESTER	CREDITS	SECOND SEMESTER	CREDITS
BUS 190 Integrated Business & Value Creation	3	ISEM 101 Integrated Seminar	3
MATH160 Calculus	4	American Diversity Elective	3
ENGL 102 Writing & Rhetoric	3	Humanity Elective	3
1 <sup>st</sup> Natural Science & Lab	4	2 <sup>nd</sup> Natural Science & Lab	4
COMM 101 Fundamentals of Public Speaking	1	Free Elective	2
Average semester credits	15	Average semester credits	15

#### Sophomore Year

FIRST SEMESTER	CREDITS	SECOND SEMESTER	CREDITS
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 & People	3
STAT 251 Statistical Methods	3	BUS252 Introduction to Business Analytics	3
PHIL 208 Business Ethics	3	Advanced Writing	3
Average semester credits	15	Average semester credits	15

#### Junior Year

FIRST SEMESTER	CREDITS	SECOND SEMESTER	CREDITS
FIN 301 Financial Resources Management	3	Upper Division Economics Elective	3
MKTG321 Marketing	3	MKTG 324 Consumer Behavior	3
MIS 350 Managing Information	3	STATS 422 Sample Survey Methods	3
OM 370 Process Management	3	ISEM 301 Great Issues	1
Social Science Elective	3	Free Elective	5
Average semester credits	15	Average semester credits	15

#### Senior Year

FIRST SEMESTER	CREDITS	SECOND SEMESTER	CREDITS
MKTG421 Marketing Research & Analysis	3	BUS 490 Strategic Management	3
Tier 1 Marketing Elective	3	MKTG 428 Marketing Management	3
STATS 431 Statistical Analysis	3	MKTG 431 Marketing Analytics	3
Analytics Elective	3	International Elective	3
Free Elective	3	Free Elective	3
Average semester credits	15	Average semester credits	15