

# MARKETING | B.S. Business

## General Marketing Emphasis

2018 - 2019 Curriculum Sample

### Freshman Year

FIRST SEMESTER	CREDITS	SECOND SEMESTER	CREDITS
BUS 190 Integrated Business & Value Creation	3	ISEM 101 Integrated Seminar	3
MATH143 Pre-calculus	3	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	2	Free Elective	2
<b>Average semester credits</b>	<b>15</b>	<b>Average semester credits</b>	<b>15</b>

### 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
<b>Average semester credits</b>	<b>15</b>	<b>Average semester credits</b>	<b>15</b>

### 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	Sales or Promotional Elective	3
OM 370 Process Management	3	ISEM 301 Great Issues	1
Social Science Elective	3	Free Elective	5
<b>Average semester credits</b>	<b>15</b>	<b>Average semester credits</b>	<b>15</b>

### Senior Year

FIRST SEMESTER	CREDITS	SECOND SEMESTER	CREDITS
MKTG421 Marketing Research & Analysis	3	BUS 490 Strategic Management	3
Services Marketing or Product Elective	3	MKTG 428 Marketing Management	3
Retail Distribution or Marketing Channels Management	3	Pricing Strategy or Microeconomic Analysis	3
Business Elective	3	International Elective	3
Free Elective	3	Free Elective	3
<b>Average semester credits</b>	<b>15</b>	<b>Average semester credits</b>	<b>15</b>