

1st course(s) recommended for Marketing - MKT 205

	Fall Semester	# of Credits	Spring Semester	# of Credits	Total Year
1st Year	DWC 101 (4 credit hrs; Honors 5 credit hrs)	4	DWC 102 (4 credit hrs; Honors 5 credits hrs)	4	8
	ACC 203 Financial Accounting	3	ACC 204 Managerial Accounting(ACC 203)	3	6
	ECN 101 Principles of Economics: Micro (<i>Social Science Core</i>)	3	ACC 113 Data Applications for Business *	2	5
	MTH 107 (or higher) Math Business Analysis I (<i>Quantitative Reasoning Core</i>)	3	ECN 102 Principles of Economics: Macro(<i>Social Science Core</i>)	3	6
	MKT 205 Principles of Marketing	3	Core	3	6
		16		15	31
2nd Year	DWC 201 (4 credit hrs; Honors 5 credit hrs)	4	DWC 202 (4 credit hrs; Honors 5 credits hrs)	4	8
	MGT 301 Organizational Behavior (<i>Diversity Proficiency</i>)	3	FIN 207 Managerial Finance I (ACC 203 and ECN 101 or 102)	3	6
	MTH 217 (MTH 107 or higher)	3	MKT 335 Buyer Behavior (MKT 205)	3	6
	Core	3	Core	3	6
	Core	3	Core	3	6
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		16		16	32
3rd Year	FIN 310 Operations Mgmt. (MTH 217) **	4	MKT 426 International Marketing(<i>Diversity Proficiency</i>)	3	7
	MKT 434 Marketing Research (MKT 205 and MTH 217)	3	MKT 450 Internship	4	7
	MGT 330 Legal Environment Business I	3	Free Elective	3	6
	MKT Elective	3	Free Elective	3	6
	Core	3	Free Elective	3	6
		16		16	32
4th Year	MKT Elective	3	MKT 480 Capstone (ACC 113, 203, 204; FIN 207; MGT 301; MKT 205, 335, 434)	3	6
	Core	3	MKT Elective	3	6
	Core	3	Core	3	6
	Core	3	Free Elective	3	6
	Free Elective	3			3
		15		12	27
Graduation Requirement includes a minimum of 120 credit hours			Total Program of Study Credits		122