

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

|                                                                        | Fall Semester                                                                      | # of Credits | Spring Semester                                                                    | # of Credits | Total Year Credits |
|------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------|------------------------------------------------------------------------------------|--------------|--------------------|
| <b>1<sup>st</sup> Year</b>                                             | DWC 101 (4 credit hrs; Honors 5 credit hrs)                                        | 4            | DWC 102 (4 credit hrs; Honors 5 credit hrs)                                        | 4            |                    |
|                                                                        | ACC 203 Financial Accounting                                                       | 3            | ACC 204 Managerial Accounting ( <b>ACC 203</b> )                                   | 3            |                    |
|                                                                        | ECN 101 Principles of Economics: Micro ( <b>Social Science Core</b> )              | 3            | FIN 113 Data Applications in Business *                                            | 3            |                    |
|                                                                        | MTH 108 Math Business Analysis II or higher ( <b>Quantitative Reasoning Core</b> ) | 3            | ECN 102 Principles of Economics: Macro ( <b>Social Science Core</b> )              | 3            |                    |
|                                                                        | MKT 205 Principles of Marketing                                                    | 3            | Core                                                                               | 3            |                    |
|                                                                        |                                                                                    | <b>16</b>    |                                                                                    | <b>16</b>    | <b>32</b>          |
| <b>2<sup>nd</sup> Year</b>                                             | DWC 201 (4 credit hrs; Honors 5 credit hrs)                                        | 4            | DWC 202 (4 credit hrs; Honors 5 credit hrs)                                        | 4            |                    |
|                                                                        | MKT 335 Buyer Behavior ( <b>MKT 205</b> )                                          | 3            | MTH 217 Introduction to Statistics **                                              | 3            |                    |
|                                                                        | Core                                                                               | 3            | MGT 301 Organizational Behavior                                                    | 3            |                    |
|                                                                        | Core                                                                               | 3            | Core                                                                               | 3            |                    |
|                                                                        | Core                                                                               | 3            | Core                                                                               | 3            |                    |
|                                                                        |                                                                                    | <b>16</b>    |                                                                                    | <b>16</b>    | <b>32</b>          |
| <b>3<sup>rd</sup> Year</b>                                             | FIN 207 Managerial Finance I ( <b>ACC 203 and ECN 101 or 102</b> )                 | 3            | FIN 310 Operations Mgmt. ( <b>MTH 217</b> ) ***                                    | 3            |                    |
|                                                                        | MKT Elective                                                                       | 3            | MGT 330 Legal Environment Business I                                               | 3            |                    |
|                                                                        | Core                                                                               | 3            | MKT 426 International Marketing ( <b>Diversity Proficiency</b> )                   | 3            |                    |
|                                                                        | Core                                                                               | 3            | Core                                                                               | 3            |                    |
|                                                                        | Core                                                                               | 3            | Free Elective                                                                      | 3            |                    |
|                                                                        |                                                                                    | <b>15</b>    |                                                                                    | <b>15</b>    | <b>30</b>          |
| <b>4<sup>th</sup> Year</b>                                             | MKT 434 Marketing Research ( <b>MKT 205 and MTH 217</b> )                          | 3            | MKT 480 Capstone ( <b>ACC 204; FIN 113, 207, 310; MGT 301; MKT 205, 335, 434</b> ) | 3            |                    |
|                                                                        | MKT Elective                                                                       | 3            | MKT Elective                                                                       | 3            |                    |
|                                                                        | Core                                                                               | 3            | Free Elective                                                                      | 3            |                    |
|                                                                        | Free Elective                                                                      | 3            | Free Elective                                                                      | 3            |                    |
|                                                                        | Free Elective                                                                      | 3            |                                                                                    |              |                    |
|                                                                        |                                                                                    | <b>15</b>    |                                                                                    | <b>12</b>    | <b>27</b>          |
| <b>*Graduation Requirement includes a minimum of 120 credit hours*</b> |                                                                                    |              | <b>Total Program of Study Credits</b>                                              |              | <b>121</b>         |

Currently, MKT Majors fulfill the Social Science and Quantitative Reasoning Cores and the Diversity Proficiency.

Core requirements include foundational components and satisfaction of all proficiencies.

**Foundational Component:**

- DWC - 4 semester sequence, 16-20 cr.
- Theology (200 & 300 level) - 6 cr.
- Philosophy (1 Ethics) - 6 cr.
- Natural Science - 3 cr.
- Social Science - 3 cr. (**ECN 101 or 102**)
- Quantitative Reasoning - 3 cr. (**MTH 108 or higher**)
- Fine Arts - 3 cr.

**Proficiencies:**

- Intensive Writing - I
- Intensive Writing - II
- Diversity (**MKT 426 \*needs approval if taken abroad**)
- Civic Engagement
- Oral Proficiency

**Major Requirements (MKT Courses):**

- MKT 205, 335, 426, 434, 480
- MKT Electives (3)
- ACC 203, 204
- ECN 101, 102
- FIN 113 \*required by end of sophomore year
- FIN 207
- FIN 310 \*\*\*required by end of junior year
- MTH 108 or higher
- MTH 217 \*\*required by end of sophomore year
- MGT 301, 330