

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 ( <i>Social Science Core</i> )	3	FIN 113 Data Applications in Business *	3	
	MKT 205 Principles of Marketing	3	ECN 102 Principles of Economics: Macro ( <i>Social Science Core</i> )	3	
	MTH 108 Math Business Analysis II or higher ( <i>Quantitative Reasoning Core</i> )	3	Core	3	
		<b>16</b>		<b>16</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>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 ( <i>Diversity Proficiency</i> )	3	
	Core	3	Core	3	
	Core	3	Free Elective	3	
		<b>15</b>		<b>15</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	
	Free Elective	3	Free Elective	3	
	Free Elective	3	Free Elective	3	
	Free Elective	3			
		<b>15</b>		<b>12</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, 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