

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> ) fall or spring                           | 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; ECN 101 or 102; FIN 113</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>    |                    |

\*Graduation Requirement includes a minimum of 120 credit hours\* Total Program of Study Credits **121**

*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:  | Proficiencies:  |
|--|---|
| <ul style="list-style-type: none"> <li>• DWC - 4 semester sequence, 16-20 cr.</li> <li>• Theology (200 &amp; 300 level) - 6 cr.</li> <li>• Philosophy (1 Ethics) - 6 cr.</li> <li>• Natural Science - 3 cr.</li> </ul> | <ul style="list-style-type: none"> <li>• Social Science - 3 cr. (<b>ECN 101 or 102</b>)</li> <li>• Quantitative Reasoning - 3 cr. (<b>MTH 108 or higher</b>)</li> <li>• Fine Arts - 3 cr.</li> <li>• Intensive Writing - I</li> <li>• Intensive Writing - II</li> <li>• Diversity (<b>MKT 426 *needs approval if taken abroad</b>)</li> <li>• Civic Engagement</li> <li>• Oral Proficiency</li> </ul> |

**Major Requirements (MKT Courses):**

|   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• MKT 205, 335, 426, 434, 480</li> <li>• MKT Electives (3)</li> <li>• ACC 203, 204</li> <li>• ECN 101, 102</li> <li>• FIN 113 *required by end of sophomore year</li> <li>• FIN 207</li> </ul> | <ul style="list-style-type: none"> <li>• FIN 310 ***required by end of junior year</li> <li>• MTH 108 or higher</li> <li>• MTH 217 **required by end of sophomore year</li> <li>• MGT 301, 330</li> <li>• <b>Excel certification required to study abroad and to graduate</b></li> </ul> |
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