

Marketing Concentration

Prerequisites are listed in parenthesis underneath the course

Freshman

Fall Semester	Spring Semester
ENGL 0101 English Comp I	ENGL 0102 English Comp II
MATH 0115 Math for Bus/Soc. Sci*	MGMT 0107 Software App. in Mgmt*
ECON 0101 Principles of Macroecon*	ECON 0102 Microeconomics*
CC	MATH 0108 Statistics*
CC	CC

Courses marked with an * may be taken any time during freshman year, but must be completed prior to sophomore year

Sophomore

Fall Semester	Spring Semester
ACCT 0104 Accounting I (MGMT 0107)	ACCT 0105 Accounting II (ACCT 0104)
MGMT 0241 Business Law*	MRKT 0231 Marketing Management*
ENGL 0103 Speech*	MGMT 0250 Quantitative Appr.* (MGMT 0107, MATH 0108, MATH 0115)
CC	ENGL 0392 Business & Tech. Writing*
CC	CC

Courses marked with an * may be taken in either semester, but all must be completed prior to the third year.

Junior

Fall Semester	Spring Semester
FINC 0207 Financial Management* (ACCT 0105)	MGMT 0221 Business Management* (MGMT 0107)
MGMT 0220 Productions/Op. Mgmt* (MGMT 0107, ACCT 0104, MGMT 0250)	MRKT 0309 Sales & Sales Management - Spring only (MRKT 0231)
MRKT 0307 Marketing Research Techn. - Fall only (MRKT 0231)	MRKT 0306 Logistics - Spring only (MRKT 0231)
CC	MGMT 0321 Management Information Systems (MGMT 0107)
CC	CC

Courses marked with an * may be taken in either semester, but all must be completed before the fourth year.

Senior

Fall Semester	Spring Semester
MRKT 0328 Principles of Advertising (MRKT 0231)	MGMT 0325 Business Policy & Strategy (Senior Status)
MRKT 0337 Consumer Behavior (MRKT 0231)	MGMT 0308 Organizational Dev. & Behavior (MGMT 0221)
MGMT 0338 International Business (MRKT 0231, MGMT 0221, Senior Status)	300-level Marketing Elective
CC	GE
GE	GE