

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

	Fall Semester	# of Credits	Spring Semester	# of Credits	Total Year Credits
1st Year	DWC 101 (4 credit hrs; Honors 5 credit hrs)	4	DWC 102 (4 credit hrs; Honors 5 credits hrs)	4	8
	MKT 205 Principles of Marketing	3	ECN 102 Principles of Economics: Macro (<i>Social Science Core</i>)	3	6
	ECN 101 Principles of Economics: Micro (<i>Social Science Core</i>)	3	MTH 108 Math Business Analysis II or higher level calc. (<i>Quantitative Reasoning Core</i>)	3	6
	Core	3	Core	3	6
		13		13	26
2nd Year	DWC 201 (4 credit hrs; Honors 5 credit hrs)	4	DWC 202 (4 credit hrs; Honors 5 credits hrs)	4	8
	MKT 335 Buyer Behavior (MKT 205) OR FIN 317	3	FIN 217 Statistical Analysis OR MKT 335 (MKT 205)	3	6
	ACC 203 Financial Accounting	3	MGT 301 Organizational Behavior	3	6
	ACC 110 Computer App. in Business I (1 cr.)	1	ACC 204 Managerial Accounting (ACC 203)	3	4
	Core	3	ACC 111 Computer App. in Business II (1 cr.) (ACC 110)	1	4
	Core	3	Core	3	6
		17		17	34
3rd Year	MKT 336 Promotional Strategy (MKT 335)	3	MKT 426 International Marketing (<i>Diversity Proficiency</i>)	3	6
	FIN 207 Managerial Finance I (ACC 203 and ECN 101 or 102)	3	FIN 310 Operations Mgmt. (FIN 217)	4	7
	Core	3	MGT 330 Legal Environment Business I	3	6
	Core	3	Core	3	6
	Core	3	Core	3	6
		15		16	31
4th Year	MKT 434 Marketing Research (MKT 205 and either FIN 217 or MTH 217)	3	MKT 480 Capstone (ACC 110/111 , ACC 203/204 , FIN 207 , MGT 301 , MKT 336 , and MKT 434)	3	6
	MKT Elective	3	MKT Elective	3	6
	Core	3	Free Elective	3	6
	Core	3	Free Elective	3	6
	Free Elective	3	Free Elective	3	6
		15		15	30
Graduation Requirement includes a minimum of 120 credit hours			Total Program of Study Credits		121

Core requirements include a foundational component, core focus, 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
 Oral Communication
 Diversity (**MKT 426**)
 Civic Engagement

Core Focus:

2 courses/ 6 cr. outside the major from either the same core discipline, language or the same themed area*

*Students completing the Liberal Arts Honors Program satisfy the core focus requirement

***Major Requirements:**

MKT 205, 335, 336, 426, 434, 480
 MKT Electives (2)
 ECN 101 and 102
 FIN 207, 217, 310
 MTH 108 or higher
 MGT 301, 330
 ACC 110, 111, 203, 204
 PHL 306 is recommended

Note: Students transferring from Finance may substitute MTH 217 for FIN 217

*(Course pre-requisite)

*For a complete list of course pre-requisites

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