

2024 ACADEMIC PLANNING FORM: MARKETING FELLOWS

As of 6/15/2020

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

	Fall Semester	# of Credit	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 credits hrs)	4	8
	ACC 203 Financial Accounting	3	ACC 204 Managerial Accounting ( <b>ACC 203</b> )	3	6
	ECN 101 Principles of Economics: Micro ( <i>Social Science Core</i> )	3	ACC 113 Data Applications for Business *	2	5
	MTH 107 (or higher) Math Business Analysis I ( <i>Quantitative Reasoning Core</i> )	3	ECN 102 Principles of Economics: Macro ( <i>Social Science Core</i> )	3	6
	MKT 205 Principles of Marketing	3	Core	3	6
		<b>16</b>		<b>15</b>	<b>31</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 credits hrs)	4	8
	MGT 301 Organizational Behavior ( <i>Diversity Proficiency</i> )	3	FIN 207 Managerial Finance I ( <b>ACC 203 and ECN 101 or 102</b> )	3	6
	MTH 217 ( <b>MTH 107 or higher</b> )	3	MKT 335 Buyer Behavior ( <b>MKT 205</b> )	3	6
	Core	3	Core	3	6
	Core	3	Core	3	6
		<b>16</b>		<b>16</b>	<b>32</b>
<b>3<sup>rd</sup> Year</b>	FIN 310 Operations Mgmt. ( <b>MTH 217</b> ) **	4	MKT 426 International Marketing ( <i>Diversity Proficiency</i> )	3	7
	MKT 434 Marketing Research ( <b>MKT 205 and MTH 217</b> )	3	MKT 450 Internship	4	7
	MGT 330 Legal Environment Business I	3	Free Elective	3	6
	MKT Elective	3	Free Elective	3	6
	Core	3	Free Elective	3	6
		<b>16</b>		<b>16</b>	<b>32</b>
<b>4<sup>th</sup> Year</b>	MKT Elective	3	MKT 480 Capstone ( <b>ACC 113, 203, 204; FIN 207; MGT 301; MKT 205, 335, 434</b> )	3	6
	Core	3	MKT Elective	3	6
	Core	3	Core	3	6
	Core	3	Free Elective	3	6
	Free Elective	3			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>122</b>