

2024 ACADEMIC PLANNING FORM: MARKETING FELLOWS (See PCSB Website for details)

As of 6/15/2020

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

| | Fall Semester | # of Credit | 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 |
| | ACC 203 Financial Accounting | 3 | ACC 204 Managerial Accounting (ACC 203) | 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 |
| | | 16 | | 15 | 31 |
| | | | | | |
| 2nd Year | 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 (ACC 203 and ECN 101 or 102) | 3 | 6 |
| | MKT 335 Byer Behavior (MKT 205) | 3 | MTH 217 Introduction to Statistics | 3 | 6 |
| | Core | 3 | Core | 3 | 6 |
| | Core | 3 | Core | 3 | 6 |
| | | | | | 0 |
| | | 16 | | 16 | 32 |
| 3rd Year | FIN 310 Operations Mgmt. (MTH 217) ** | 4 | MKT 426 International Marketing (<i>Diversity Proficiency</i>) | 3 | 7 |
| | MKT 434 Marketing Research (MKT 205 and MTH 217) | 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 |
| | | 16 | | 16 | 32 |
| | | | | | |
| 4th Year | MKT Elective | 3 | MKT 480 Capstone (ACC 113, 203, 204; FIN 207; MGT 301; MKT 205, 335, 434) | 3 | 6 |
| | Core | 3 | MKT Elective | 3 | 6 |
| | Core | 3 | Core | 3 | 6 |
| | Core | 3 | Free Elective | 3 | 6 |
| | Free Elective | 3 | | | 3 |
| | | 15 | | 12 | 27 |
| *Graduation Requirement includes a minimum of 120 credit hours* | | | Total Program of Study Credits | | 122 |