

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 credit hrs)	4	
	ACC 203 Financial Accounting	3	ACC 204 Managerial Accounting (ACC 203)	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	
		16		16	
2nd Year	DWC 201 (4 credit hrs; Honors 5 credit hrs)	4	DWC 202 (4 credit hrs; Honors 5 credit hrs)	4	
	MKT 335 Buyer Behavior (MKT 205)	3	MTH 217 Introduction to Statistics **	3	
	Core	3	MGT 301 Organizational Behavior	3	
	Core	3	Core	3	
	Core	3	Core	3	
		16		16	
3rd Year	FIN 207 Managerial Finance I (ACC 203 and ECN 101 or 102)	3	FIN 310 Operations Mgmt. (MTH 217) ***	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	
		15		15	
4th Year	MKT 434 Marketing Research (MKT 205 and MTH 217)	3	MKT 480 Capstone (ACC 204; FIN 113, 207, 310; MGT 301; MKT 205, 335, 434)	3	
	MKT Elective	3	MKT Elective	3	
	Free Elective	3	Free Elective	3	
	Free Elective	3	Free Elective	3	
	Free Elective	3			
		15		12	
Graduation Requirement includes a minimum of 120 credit hours			Total Program of Study Credits		121
<i>Currently, MKT Majors fulfill the Social Science and Quantitative Reasoning Cores and the Diversity Proficiency.</i>					
Core requirements include foundational components and satisfaction of all proficiencies.					
Foundational Component:			Proficiencies:		
<ul style="list-style-type: none"> • DWC - 4 semester sequence, 16-20 cr. • Theology (200 & 300 level) - 6 cr. • Philosophy (1 Ethics) - 6 cr. • Natural Science - 3 cr. 			<ul style="list-style-type: none"> • Social Science - 3 cr. (ECN 101 or 102) • Quantitative Reasoning - 3 cr. (MTH 108 or higher) • Fine Arts - 3 cr. 		
			<ul style="list-style-type: none"> • Intensive Writing - I • Intensive Writing - II • Diversity (MKT 426 *needs approval if taken abroad) • Civic Engagement • Oral Proficiency 		
Major Requirements (MKT Courses):					
<ul style="list-style-type: none"> • MKT 205, 335, 426, 434, 480 • MKT Electives (3) • ACC 203, 204 • ECN 101, 102 • FIN 113 *required by end of sophomore year • FIN 207 • FIN 310 ***required by end of junior year • MTH 108 or higher • MTH 217 **required by end of sophomore year • MGT 301, 330 					