

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) fall or spring	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; ECN 101 or 102; FIN 113)	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	

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

Core requirements include foundational components 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
- Diversity (**MKT 426 *needs approval if taken abroad**)
- Civic Engagement
- Oral Proficiency

Major Requirements (MKT Courses):

- 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
- **Excel certification required to study abroad and to graduate**