

Degree Plan for Marketing (B.S.)

	Fall	Spring
First Year		
UNV101: University Seminar I (3 credits) & FYT100: First Year Transitions (1 credit)	X	
ECN101: Introductory Macroeconomics (3 credits)	X	
Core Course (3 credits)	X	
Core Course (3 credits)	X	
MGT120: Management and Organizational Behavior (3 credits) <i>or</i> Core Course (3 credits)	X	X
UNV102: University Seminar II (3 credits)		X
ECN102: Introductory Microeconomics (3 credits)		X
ACC101: Financial Accounting & Lab (4 credits)		X
MGT212: Business Communication (3 credits) <i>or</i> MGT280: Principles of Marketing (3 credits) (<i>Spring Year 1 and Fall Year 2</i>)		X
Second Year		
RTS225: Quest for the Ultimate (3 credits) <i>or</i> PHL225: Quest for the Good Life (3 credits) (<i>one each semester</i>)	X	X
ACC104: Managerial Accounting & Lab (4 credits)	X	
MGT212: Business Communication (3 credits) <i>or</i> MGT280: Principles of Marketing (3 credits) (<i>Spring Year 1 and Fall Year 2</i>)	X	
MGT305: International Issues in Consumer Behavior (3 credits) <i>or</i> Marketing Elective (3 credits) (<i>one each semester</i>)	X	X
STA173: Statistical Methods (3 credits) <i>or</i> MTH172: Quantitative Methods for Business (3 credits) (<i>one each semester</i>)	X	X
Core Course (3 credits)		X
Core Course (3 credits)		X
Third Year		
APT103: IC3 GS5 Certification: Internet & Computing Core Cert. (3 credits) <i>or</i> APT304: Microsoft Certified Application Specialist (MCAS) (3 credits)	X	
MGT270: Financial Management (3 credits) <i>or</i> MGT350: Business Research Methods (3 credits) (<i>one each semester</i>)	X	X
Core Course (3 credits) <i>or</i> Elective (3 credits) (<i>one each semester</i>)	X	X
Core Course (3 credits)	X	X
Core Course (3 credits)	X	X
MGT390: Marketing Communications (3 credits) <i>or</i> Marketing Elective (3 credits) (<i>Spring Year 4 and Fall Year 4</i>)		X
Fourth Year		
MGT300: Ethics for Business (3 credits) <i>or</i> MGT403: Business Law - Labor Law (3 credits) (<i>one each semester</i>)	X	X
MGT390: Marketing Communications (3 credits) <i>or</i> Marketing Elective (3 credits) (<i>Spring Year 4 and Fall Year 4</i>)	X	
MGT422: Marketing Strategies (3 credits) <i>or</i> Elective (3 credits) (<i>one each semester</i>)	X	X
MGT490: Strategic Business Planning Capstone (4 credits) <i>or</i> MGT491: Professional Internship in Business (3 credits) (<i>one each semester</i>)	X	X
Elective (3 credits)	X	X
Elective (3 credits)		X

