

MARKETING

This is a suggested sequence. It is subject to change based on a student's prior credit and course availability.

Freshman Year				
Fall Semester			Spring Semester	
ENGL 1301	3		ENGL 1302	3
MATH 1324	3		MGMT 2372	3
Science with Lab	3		Science with Lab	3
HIST 1301	3		HIST 1302	3
SPCH 1315	3		ARTS, MUSI, DRAM, or DANC	3
Total Hours	15		Total Hours	15
Sophomore Year				
Fall Semester			Spring Semester	
ACCT 2301	3		ACCT 2302	3
ECON 2301	3		ECON 2302	3
GOVT 2305	3		GOVT 2306	3
MATH 1342	3		ENGL, HIST, or PHIL	3
BUSI 2304	3		Elective	3
Total Hours	15		Total Hours	15
Junior Year				
Fall Semester			Spring Semester	
BLAW 3335	3		FINC 3333	3
ECON 3339	3		MGMT 3371	3
BUSI 3325	3		Major Requirement *	3
MGMT 3370	3		Major Requirement *	3
MKTG 3351	3		Elective	3
Total Hours	15		Total Hours	15
Senior Year				
Fall Semester			Spring Semester	
MKTG 3355	3		MGMT 4363	3
MKTG 4355	3		MKTG 4325	3
Major Requirement *	3		MKTG 4352	3
Elective	3		Major Requirement *	3
Elective	3		Elective	3
Total Hours	15		Total Hours	15

Total Hours required for Degree = 120

GPA must be 2.0 or better in the Major, in the Foundations of Knowledge, and Overall

* 12 hours from: MKTG 3352, 3353, 3354, 3357, 3358, 3360, 3362, 4354, 4356, 4357, 4358, 4370, 4175, 4186; or MGMT 3383.