

FRESHMAN	COURSES	CREDITS	TOTAL
FALL	AIC1140, The Undergraduate Experience (or AIC1100 HON1104, 3 Cr)	1	13
	ENG1201, English Composition	3	
	MKT1450, Prin of Marketing or MGT1400, Prin of Management	3	
	ECO1401, Macroeconomics	3	
	MAT1250, Finite Math I	3	
SPRING	ENG1202, Analytical Writing	3	15
	MGT1400, Prin of Management or MKT1450, Prin of Marketing	3	
	MKTXXXX, Marketing Elective	3	
	MIS1220, Applications of Microcomputers	3	
	ECO1402, Microeconomics	3	
SOPHOMORE			
FALL	MKT2600, Consumer Behavior	3	15
	ACC1201, Principles of Accounting I	3	
	MKTXXXX, Marketing Elective	3	
	Gen Ed course (Soc Aw, Cult Aw or Lit)***	3	
	Gen Ed course (Soc Aw, Cult Aw or Lit)***	3	
SPRING	MKTXXXX, Marketing Elective	3	15
	ACC1601, Principles of Accounting II	3	
	IBS1400, Intro to Intr'l Business or FIN2003, Managerial Finance	3	
	MIS2310, Intro to MIS	3	
	Gen Ed course (Soc Aw, Cult Aw or Lit)***	3	
JUNIOR			
FALL	MKT2610, Distribution Merchandising	3	16
	MGTXXXX, Management Elective	3	
	Gen Ed course (Soc Aw, Cult Aw or Lit)***	3	
	Science Gen Ed course (with lab)	4	
	MAT1430, Foundations of Statistics	3	
SPRING	BUS1407, Business Communications	3	16
	MKT2700, Brand and Price Strategies	3	
	MKTXXXX, Marketing Elective	3	
	MKTXXXX, Marketing Elective	3	
	Science Gen Ed course (with lab)	4	
SENIOR			
FALL	BUS3000, Business Law	3	15
	MKT2710, Marketing Communication Strategies	3	
	MKTXXXX, Marketing Elective	3	
	FIN2003, Managerial Finance or IBS1400, Intro to Intr'l Business	3	
	Gen Ed course (Soc Aw, Cult Aw, or Lit)***	3	
SPRING	MKT4810, Strategic Marketing Management	3	15
	BUS4899, Internship	3	
	MKTXXXX, Marketing Elective	3	
	MGT4800, Senior Policy Seminar	3	
	Elective	3	
		TOTAL CREDITS:	120

Notes:

*A student will incur additional tuition charges in any semester in excess of 17 credits.

**A student must apply to the Dean for permission to take more than 18 credits in any given semester.

*** General Education courses must be selected to satisfy the General Education requirements in Social Awareness, Cultural Awareness and Literature.

Common Professional Component Requirements:

- _____ ACC1201 Principles of Accounting I
- _____ ACC1601 Principles of Accounting II
- _____ BUS1407 Business Communications
- _____ BUS3000 Business Law
- _____ ECO1401 Macroeconomics (General Education Requirement)
- _____ ECO1402 Microeconomics (General Education Requirement)
- _____ FIN2003 Managerial Finance
- _____ IBS1400 Introduction to International Business
- _____ MAT1250 Finite Mathematics I
- _____ MAT1430 Foundations of Statistics
- _____ MGT1400 Principles of Management
- _____ MIS1220 Applications of Microcomputers
- _____ MIS2310 Introduction to Management Information Systems
- _____ MKT1450 Principles of Marketing I
- _____ MGT4800 Senior Policy Seminar

_____ CREDITS

Marketing Major Requirements:

- _____ MKT2600 Consumer Behavior
- _____ MKT2610 Distribution Strategies
- _____ MKT2700 Brand and Price Strategies
- _____ MKT2710 Marketing Communication Strategies
- _____ MKT4810 Strategic Marketing
- _____ BUS4899 Internship

_____ CREDITS

Plus 21 credits of any 3000-level marketing course or other electives approved by the Marketing Department

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____ CREDITS

Plus, the following General Education courses (each line represents one course from the list, except Info & Tech Lit, as noted):

_____ Orientation: AIC1100, AIC1140 (1 cr), or HON1104

_____ Communication skills – Composition: ENG1201 or ENG1601

_____ Communication skills – Composition: ENG1202 or ENG1602

_____ Communication skills – Literature: ENG2410, 2420, 2430, 2500, 2510, 2520, 3200, 3210, 3280, 3290, 3380, 3400, 3410, 3430, 3440, 3450, 3480, 3490, 3800

CORE _____ Quantitative Reasoning: MAT1310, 1430, 2004, 2030; PSY2302 (CRJ2302)

CORE _____ Information and Technological Literacy: COM2200 or, for Business majors, MIS1220 AND BUS1407

_____ Scientific Awareness (course with lab, 4 cr): Any BIO1000-level course with lab; CHE1100, 1110, 1600, 1700; PHY1010, 1020, 1030, 1050, 1600, 1800

_____ Scientific Awareness (course with lab, 4 cr): Any BIO1000-level course with lab; CHE1100, 1110, 1600, 1700; PHY1010, 1020, 1030, 1050, 1600, 1800

_____ Cultural Awareness: AMS1100, ART1000, 1010, 1030, 1100, 1120; COM2460, 3290; HON2210; IBS1420; MUS: any course; PHI1000, 1200, 1400, 2010, 2030; THR1400; VDA2640; Any elementary or intermediate foreign language, including sign language

_____ Cultural Awareness: AMS1100, ART1000, 1010, 1030, 1100, 1120; COM2460, 3290; HON2210; IBS1420; MUS: any course; PHI1000, 1200, 1400, 2010, 2030; THR1400; VDA2640; Any elementary or intermediate foreign language, including sign language

CORE _____ Social Awareness: ECO1000, 1010, 1401, 1402; HON2220; HRD2000; HST1400, 1410, 1420, 1430, 1500, 1510, 1520, 2440; POL1000, 1400, 1500; PSY1401, 1501; SOC1010, 1100, 1400

CORE _____ Social Awareness: ECO1000, 1010, 1401, 1402; HON2220; HRD2000; HST1400, 1410, 1420, 1430, 1500, 1510, 1520, 2440; POL1000, 1400, 1500; PSY1401, 1501; SOC1010, 1100, 1400

_____ Social Awareness: ECO1000, 1010, 1401, 1402; HON2220; HRD2000; HST1400, 1410, 1420, 1430, 1500, 1510, 1520, 2440; POL1000, 1400, 1500; PSY1401, 1501; SOC1010, 1100, 1400

_____ Social Awareness: ECO1000, 1010, 1401, 1402; HON2220; HRD2000; HST1400, 1410, 1420, 1430, 1500, 1510, 1520, 2440; POL1000, 1400, 1500; PSY1401, 1501; SOC1010, 1100, 1400

When counting credits, do not include those for courses included in the major requirements.

_____ **CREDITS**

Plus, enough elective courses to reach a minimum of 120 total credits.

_____ Course: _____

_____ Course: _____

_____ Course: _____

_____ Course: _____

_____ Course: _____

_____ Course: _____

_____ **TOTAL CREDITS**
(120 min req for graduation)