

| FRESHMAN | COURSES | CREDITS | TOTAL |
|------------------|--|-----------------------|------------|
| FALL | AIC1140, APEX 1 (or AIC1100 Introduction to ACE (3 cr)) | 1 | 13 |
| | ENG1201, English Composition | 3 | |
| | MKT1450, Prin of Marketing or MGT1400, Prin of Management | 3 | |
| | ECO1401, Macroeconomics (Gen Ed – Civ/Soc Resp) | 3 | |
| | MAT1250, Finite Math I | 3 | |
| SPRING | ENG1202, Analytical Writing | 3 | 15 |
| | MAT1430, Foundations of Statistics (Gen Ed – Quant Lit) | 3 | |
| | MGT1400, Prin of Management or MKT1450, Prin of Marketing | 3 | |
| | MIS1220, Applications of Microcomputers | 3 | |
| | ECO1402, Microeconomics (Gen Ed – Civ/Soc Resp) | 3 | |
| SOPHOMORE | | | |
| FALL | MKT2600, Consumer Behavior | 3 | 15 |
| | ACC1201, Principles of Accounting I | 3 | |
| | MKTXXXX, Marketing Elective | 3 | |
| | Gen Ed course (Civic/Soc Resp or Human Cult/Exp)*** | 3 | |
| | Gen Ed course (Civic/Soc Resp or Human Cult/Exp)*** | 3 | |
| SPRING | AIC2140, APEX 2 | 1 | 16 |
| | MKTXXXX, Marketing Elective | 3 | |
| | ACC1601, Principles of Accounting II | 3 | |
| | IBS1400, Intro to Intn'l Business | 3 | |
| | MIS2310, Intro to MIS | 3 | |
| | Gen Ed course (Civic/Soc Resp or Human Cult/Exp)*** | 3 | |
| JUNIOR | | | |
| FALL | FIN2003, Managerial Finance | 3 | 16 |
| | MKT2610, Distribution Merchandising | 3 | |
| | MKTXXXX, Marketing Elective | 3 | |
| | Gen Ed course (Civic/Soc Resp or Human Cult/Exp)*** | 3 | |
| | Gen Ed - Scientific Perspective and Inquiry w lab | 4 | |
| SPRING | AIC3140, APEX 3 | 1 | 14 |
| | BUS1407, Business Communications | 3 | |
| | MKT2700, Brand and Price Strategies | 3 | |
| | MKTXXXX, Marketing Elective | 3 | |
| | Gen Ed - Scientific Perspective and Inquiry w lab | 4 | |
| SENIOR | | | |
| FALL | AIC4140, APEX 4 | 1 | 16 |
| | BUS3000, Business Law | 3 | |
| | MKT2710, Marketing Communication Strategies | 3 | |
| | MKTXXXX, Marketing Elective | 3 | |
| | Elective | 3 | |
| | Gen Ed course (Civic/Soc Resp or Human Cult/Exp)*** | 3 | |
| SPRING | MKT4810, Strategic Marketing Management | 3 | 15 |
| | BUS4899, Internship or MGT 4800 Senior Policy Seminar | 3 | |
| | MKTXXXX, Marketing Elective | 3 | |
| | Elective | 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 Civic and Social Responsibility, Human Culture and Expression, and Scientific and Quantitative Literacy.

List of Requirements (all courses are 3 credits unless otherwise noted)

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 Fifteen (15) credits of any 3000-level or higher 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):

● **Personal and Professional Development (4 courses, 4 credits or 6 credits (ACE students) total)**

- _____ APEX 1: AIC1140 (1 cr) or AIC1100 Introduction to ACE (3 cr)
- _____ APEX 2: AIC2140 (1 cr)
- _____ APEX 3: AIC3140 (1 cr)
- _____ APEX 4: AIC4140 (1 cr)

● **Civic and Social Responsibility: (4 courses, 12 credits total, with at least 1 course in each area)**

- _____ **Individual and Interpersonal Behavior:** PSY1401, PSY1501, SOC1010, SOC1100, SOC1400
- _____ **American Heritage/Society:** AMS1100, ECO1000, ECO1401, ECO1402, HST1510, HST1520, HST1600, POL1000, POL1400
- _____ **Global Perspective:** ECO1010, HST1400, HST1410, HST1420, HST1430, HST1500, HST2440, IBS1420, POL1500
- _____ Any additional course from the 3 subcategories listed above

● **Human Culture and Expression: (5 courses, 15 credits total, with 2 courses in Composition and Communication And...**

- _____ **Composition and Communication:** ENG1201 OR ENG1601
- _____ **Composition and Communication:** ENG1202 OR ENG1602

... And 2 courses in 2 different areas, And...

- _____ **Language and Literature:** Any ENG2XXX-level or higher literature course OR any elementary or intermediate foreign language
- _____ **Visual and Fine Arts:** ART1000, ART1010, ART1030, ART1100, ART1120, COM2460, COM3290, MUSXXXX, THR1400, VDA2640
- _____ **Philosophy and Ethics:** PHI1000, PHI1200, PHI1400, PHI2010, PHI2030

...And 1 additional course from any of the 3 areas above

_____ Additional course from 3 subcategories listed above

● **Scientific Perspectives and Inquiry: (2 courses with labs, 8 credits total including 2 credits in Lab)**

- _____ BIO1020/1021, BIO1100/1101, BIO1110/1111, BIO1130/1131,* BIO1200/1201;* BIO1210/1211; *BIO1300/1301, *BIO1400/1401, *BIO1500/1501; CHE1100/1101, CHE1110/1111, CHE1200/1201, CHE1600/1601, CHE1700/1701; PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051, PHY1600/1601, PHY1800/1801
- _____ BIO1020/1021, BIO1100/1101, BIO1110/1111, BIO1130/1131,* BIO1200/1201;* BIO1210/1211; *BIO1300/1301, *BIO1400/1401, *BIO1500/1501; CHE1100/1101, CHE1110/1111, CHE1200/1201, CHE1600/1601, CHE1700/1701; PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051, PHY1600/1601, PHY1800/1801

**Restricted to students for which course is a major requirement*

● **Quantitative Literacy: (1 course, 3 credits total)**

- _____ MAT1310, 1430, 2004, 2030; PSY2302/CRJ2302

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)