

FRESHMAN	COURSES	CREDITS	TOTAL
FALL	AIC1140, APEX 1 (or AIC1100 Introduction to ACE (3 cr))	1	16
	ENG1201, English Composition or ENG1601 (category 4)	3	
	MKT1450, Prin of Marketing or MGT1400, Prin of Management	3	
	ECO1401, Macroeconomics (Gen Ed category 2)	3	
	Gen Ed course (category 2 or 4)	3	
	Elective	3	
SPRING	ENG1202, Analytical Writing or ENG1602 (category 3)	3	15
	MAT1430, Foundations of Statistics (Gen Ed category 1)	3	
	MGT1400, Prin of Management or MKT1450, Prin of Marketing	3	
	MIS1300, Business Analytics with Excel	3	
	ECO1402, Microeconomics	3	
SOPHOMORE			
FALL	MKT2600, Consumer Behavior	3	15
	ACC1201, Financial Accounting	3	
	MKTXXXX, Marketing Elective	3	
	Gen Ed course (category 1, 2, 3 or 4)	3	
	Gen Ed course (category 1, 2, 3 or 4)	3	
SPRING	AIC2142, APEX 2	2	17
	MKTXXXX, Marketing Elective	3	
	ACC2210, Managerial Accounting	3	
	Gen Ed course (category 1, 2, 3 or 4)	3	
	Elective	3	
	Elective	3	
JUNIOR			
FALL	FIN2003, Managerial Finance	3	16
	MKT2610, Distribution Merchandising	3	
	MKTXXXX, Marketing Elective	3	
	Gen Ed course (category 1, 2, 3 or 4)	3	
	Science with lab (Gen Ed category 1)	4	
SPRING	AIC3140, APEX 3	1	13
	MKT2700, Brand and Price Strategies	3	
	MKTXXXX, Marketing Elective	3	
	Gen Ed course (category 1, 2, 3 or 4)	3	
	Elective	3	
SENIOR			
FALL	AIC4140, APEX 4	1	13
	BUS3000, Business Law	3	
	MKT2710, Integrated Marketing Communications	3	
	MGT4800 Senior Policy Seminar, or BUS4899 Internship	3	
	Gen Ed course (category 1, 2, 3 or 4)	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.

Common Professional Component Requirements:

_____	ACC1201	Financial Accounting
_____	ACC2210	Managerial Accounting
_____	BUS3000	Business Law
_____	ECO1401	Macroeconomics
_____	ECO1402	Microeconomics
_____	FIN2003	Managerial Finance
_____	MAT1430	Foundations of Statistics
_____	MGT1400	Principles of Management
_____	MIS1300	Business Analytics with Excel
_____	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	Integrated Marketing Communications
_____	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

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

_____ CREDITS

Content Category #1: Exploring Scientific World			7 or 10 credits*
Requirements: 1 Math Course (3 cr) & 1 Science course w/Lab (4 cr). A 2 nd science course*, with or without lab, may be completed in lieu of one INT course.			
Choose 1	Math	MAT1430, MAT2004, PSY/CRJ2302	
Choose 1	SCIENCE with LAB	BIO1020/1021, BIO1100/1101, BIO1110/1111, BIO1130/1131, BIO1200/1201, BIO1300/1301, BIO1400/1401, BIO1500/1501, CHE1100/1101, CHE1110/1111, CHE1200/1201, CHE1600/1601/1602, PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051, PHY1600/1601/1602	
*OPTION: Choose 1	SCIENCE with/without LAB (Choose this option OR a 3 rd INT, Category 3)	BIO1020/1021, BIO1100/1101, BIO1110/1111, BIO1130/1131, BIO1200/1201, BIO1300/1301, BIO1400/1401, BIO1500/1501, CHE1100/1101, CHE1110/1111, CHE1200/1201, CHE1600/1601/1602, PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051, PHY1600/1601/1602	
Content Category #2: Understanding Self and Others			9 credits
Requirements: 1 course in each category: Self Context (3 cr), US Context (3 cr), Global Context (3 cr)			
Choose 1	Self Context	PSY1200, SOC1100, SOC1400	
Choose 1	US Context	AMS1100, ECO1401, ECO1402, HST1510, HST1520, HST1600, PCH1030, POL1000, POL1400	
Choose 1	Global Context	ECO1010, HST1400, HST1410, HST1420, HST1430, HST1500, IBS1420, PCH2030, PHI2010, PHI2030, POL1500, SOC2650	
Content Category #3: Exploring Interdisciplinarity			9 or 12 credits*
Requirements: ENG1202/1602 (3 cr) AND 2 (or 3*) Interdisciplinary (INT) courses (6 or 9 cr)			
Choose 1	Analytical Writing	ENG1202 or ENG1602	
Choose 2	Interdisciplinary courses	AIC3100, EXS1200, INT2350, INT2400	
*OPTION: Choose 1	Interdisciplinary: a 3 rd INT course (OR a science course, cat 1)	AIC3100, EXS1200, INT2350, INT2400	
Content Category #4: Exploring the Arts and Humanities			9 credits
Requirements: 1 course in each category: Arts (3 cr) and Humanities (3 cr)			
Choose 1	English Composition	ENG1201 or ENG1601, ENG2325	
Choose 1	Arts	ART1000, COM2460, COM3290, MUSXXX (any 3 cr course), THR1400, THR1420, VDA2640	
Choose 1	Humanities	ENG2XXX (any 3 cr literature course), PHI1000, PHI1200, PHI1400, Foreign Language course (intro or intermediate)	
Content Category #5: Developing Professional Readiness			5 or 7 credits
Requirements: APEX 1 – 4 (5 cr) OR AIC1100 (3 cr) & AIC			
Choose 1	APEX or ACE	AIC1100 (3 cr) or AIC1140 (1 cr)	
Choose 1	APEX	AIC2142 (2 cr)	
Choose 1	APEX	AIC3140 (1 cr)	
Choose 1	APEX	AIC4140 (1 cr)	
Choose 1 (AIC Online or RNtoBSN programs only)	APEX for special programs	AIC Online program only: AIC4141 (3 cr) AIC RN to BSN program only: NUR4600 (3 cr)	