

Program Plan

FRESHMAN	COURSES	CREDITS	TOTAL
FALL	AIC1140, APEX 1 (or AIC1100 Introduction to ACE (3 cr))	1	16
	ENG1200, or 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	
		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	
		3	
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 18 credits.

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

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

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

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

_____ CREDITS

General Education Requirements Catalog Year: 2023-2024

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, PSY2302	
Choose 1	SCIENCE with LAB	BIO1020/1021, BIO1120/1121, BIO1130/1131, BIO1200/1201, BIO1210/1211, BIO1400/1401, BIO1500/1501, CHE1100/1101, CHE1110/1111, PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051 <i>BIO1250/1251 for Health Science majors only</i>	
*OPTION: Choose 1	SCIENCE with/without LAB (Choose this option OR a 3 rd INT, Category 3)	BIO1020/1021, BIO1120/1121, BIO1130/1131, BIO1200/1201, BIO1210/1211, BIO1400/1401, BIO1500/1501, CHE1100/1101, CHE1110/1111, PHY1010/1011, PHY1020/1021, PHY1030/1031, PHY1050/1051 <i>BIO1250/1251 for Health Science majors only</i>	
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	AAL1200, PSY1200, SOC1100	
Choose 1	US Context	ECO1401, ECO1402, HST1510, HST1520, PCH1030, POL1400, SOC1400	
Choose 1	Global Context	ECO1010, HST1400, HST1410, IBS1420, PCH2030, 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, INT1500, INT1600, INT2100, INT2125, INT2200, INT2350, INT2400, INT2460, INT2540, INT2620, INT2655	
*OPTION: Choose 1	Interdisciplinary: a 3 rd INT course (OR a science course, Category 1)	AIC3100, EXS1200, INT1500, INT1600, INT2100, INT2125, INT2200, INT2350, INT2400, INT2460, INT2540, INT2620, INT2655	
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	ENG1200, ENG1201 or ENG1601	
Choose 1	Arts	ART1000, COM2460, COM3290, ENG2325, MUS1000, MUS1020, THR1400, THR1420, VDA2640	
Choose 1	Humanities	ENG2390, ENG2410, ENG2420, ENG2430, ENG2510, ENG2520, ENG3200, ENG3210, ENG3430, ENG3440, ENG3800, ITL1000, PHI1000, PHI1200, PHI1400, PHI2010, SPA1010, SPA1100, SPA1201, SPA1202	
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 RN to BSN programs only)	APEX for special programs	AIC Online program only: AIC4141 (3 cr) AIC RN to BSN program only: NUR4600 (3 cr)	