

### Marketing Proposed Program of Study

		Fall Semester			Spring Semester		
		Course	Course Title	Hrs.	Course	Course Title	Hrs.
<b>Freshman</b>		EH 101	English Composition I	3	EH 102	English Composition II	3
		MA 109	Survey of Calculus	3	Core Fine Art	ARH 101, MU 120, or THR 100	3
		Core History	HY 101, 102, 120, or 121	3	CM 101	Public Speaking	3
		Behavioral Science	PY 101, SOC 100, or ANTH 101	3	Core Science	With Lab	4
		BUS 101	Introduction to Business	3	IS 103	Applied Information Technology	3
			<b>Total Credits:</b>	<b>15</b>		<b>Total Credits:</b>	<b>16</b>
<b>Sophomore</b>		Core Literature	Approved Sequence	3	Core Literature	Approved Sequence	3
		Core Science	With Lab	4	LS 246	Legal Environment of Business	3
		QM 214	Quantitative Analysis I	3	QM 215	Quantitative Analysis II	3
		AC 200	Principles of Accounting I	3	AC 201	Principles of Accounting II	3
		EC 210	Principles of Microeconomics	3	EC 211	Principles of Macroeconomics	3
			<b>Total Credits:</b>	<b>16</b>		<b>Total Credits:</b>	<b>15</b>
<b>Juniors</b>		BUS 350	Business Communications	3	MK 312	Retail Marketing	3
		MK 303	Basic Marketing	3	MK 330	Professional Selling	3
		MK 320	Industrial Distribution Management	3	MK 410	Integrated Marketing Communication	3
		MG 302	Management Processes & Behavior	3	MG 403	Operations Management	3
		IS 303	Information Systems	3	FN 310	Fundamentals of Financial Management	3
			<b>Total Credits:</b>	<b>15</b>		<b>Total Credits:</b>	<b>15</b>
<b>Senior</b>		MK 408	Marketing Research	3	IB	400 Level	3
		MK 421	Entrepreneurship and Marketing Planning	3	MK 450	Strategic Marketing	3
		EC	301 or 320 or 420	3	MK	300/400 Level	3
		MK	300/400 Level	3		General Electives	4
			General Elective	3			
			<b>Total Credits:</b>	<b>15</b>		<b>Total Credits:</b>	<b>13</b>