

MARKETING CURRICULUM

Freshman Year			
Fall		Spring	
ENG 101 Written Communication	3	ENG 102 Written Communication II	3
COM 103 Oral Communication	3	CSC 120 Computer Introduction	3
HIS 106 World Civilization	3	Physical Science Course	3
MAT 117 Pre-Calculus or Higher	3	Humanities Course	3
Foreign Language Elective	3	Foreign Language Elective	3
UNV 101 Individual & Life	1	Physical Education or Health	2
Total	16	Total	17
Sophomore Year			
Fall		Spring	
HUM 201 Humanities I	3	Social Science Course	3
ACC 203 Accounting Principles I	3	Free Elective	2
ECO 201 Macro Principles	3	ECO 202 Microeconomic Principles	3
MGT 215 Principles of Statistics	3	ACC 204 Accounting Principles II	3
Social Science Course	3	MGT 216 Quantitative Methods	3
Total	15	Total	14
Summer MBA 211-04 Finance Internship. 1 Credit Hour			
Junior Year			
Fall		Spring	
MKT 305 Principles of Marketing	3	MKT 307 Retail Management	3
MGT 305 Legal Environment of Business	3	MKT 311 Consumer Behavior	3
MGT 301 Business Organizations	3	MKT 328 Sales Management	3
Non-Business Related Elective	3	MGT 323 Information/ DP Systems	3
FIN 304 Business Finance	3	Non-Business Related Elective	3
Total	15	Total	15
Senior Year			
Fall		Spring	
MKT 411 International Marketing	3	MKT 427 Marketing Management	3
MKT 417 Advertising	3	MKT 428 Marketing Research	3
MGT 400 Organizational Behavior	3	MKT 444 Special Topics*	3
Non-Business Related Elective	3	Non-Business Related Elective	3
Business Elective	3		
Total	15	Total	12
Total		120	

**Course only available one (either fall or spring) semester each academic year as noted above.*