

Marketing Program

2018 - 2020 Catalog

Curriculum Outline

Fall Semester

Credit Hrs.

Spring Semester

Credit Hrs.

Summer

Freshman Year

ENG 101 Written Communication 3
COM 103 Oral Communication 3
HIS 106 World History 3
MAT 117 Pre-Calculus (or higher) 3
Foreign Language Elective 3
UNV 101 Individual & Life 1

16

ENG 102 Written Communication II 3
CSC 120 Computer Introduction 3
Natural Science Elective 3
Humanities Cultural Elective 3
Foreign Language Elective 3
Physical Education Elective 2

17

Sophomore Year

Social Science Elective 3
ECO 201 Macroeconomic Principles 3
ACC 203 Accounting Principles 3
MGT 215 Principles of Statistics 3
HUM 201 Humanities I 3

15

Social Science Elective 3
ECO 202 Microeconomic Principles 3
ACC 204 Accounting Principles II 3
MGT 216 Quantitative Methods 3
Free Elective 2

14

MBA 211-03
Lower Division
Internship
1 Cr. Hr.

Junior Year

MKT 305 Principles of Marketing 3
MGT 301 Business Organization 3
MGT 305 Legal Environment of 3
FIN 304 Business Finance 3
Non-Business Related Elective 3

15

MKT 307 Retail Management 3
MKT 311 Consumer Behavior 3
MKT 328 Sales Management 3
MGT 323 Information / DP Systems 3
Non-Business Related Elective 3

15

Senior Year

MKT 411 International Marketing 3
MKT 417 Advertising 3
MGT 400 Organizational Behavior 3
Non-Business Related Elective 3
Business Related Elective 3

15

MKT 427 Marketing Management 3
MKT 428 Marketing Research 3
MKT 444 Special Topics* 3
Non-Business Related Elective 3

12

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

** Required

TOTAL CREDIT HOURS FOR GRADUATION: _____

120