

Marketing Major – 2017-2018 Catalog – Recommended Plan to enable timely degree completion

FIRST YEAR			
FALL		SPRING	
*ENG 111	4	*ENG 112	4
UNI 101	1	MKT 205	3
GENERAL EDUCATION	13	GENERAL EDUCATION	10
TOTAL HOURS	18	TOTAL HOURS	17

SECOND YEAR			
FALL		SPRING	
GENERAL EDUCATION	6-7	BUS303/304	3
*ECO 211	3	MKT 354	3
ACC 205	3	ECO 212	3
MGT 204	3	ACC 230	3
TOTAL HOURS	15-16	TOTAL HOURS	12

THIRD YEAR			
FALL		SPRING	
GENERAL EDUCATION	3-4	GENERAL EDUCATION	3
MKT 305	3	MKT ELEC UL	3
*MTH 310	3	BUS 310	3
BUS 410/ACC 220	3	MKT ELECTIVES	3
FIN 308	3	*MKT 340 (elective)	3
TOTAL HOURS	16 -17	TOTAL HOURS	15

FOURTH YEAR			
FALL		SPRING	
ELECTIVES	3	MKT ELECTIVES	6
GENERAL EDUCATION	3-4	ELECTIVES UL	3
MKT ELEC UL	3	BUS 450	3
MKT 410 (W)	3	*MKT 424 (W) (elective)	3
TOTAL HOURS	12 -13	TOTAL HOURS	15

Note: MKT 205 is a prerequisite for MKT 305 and 354. Furthermore, MKT 205, 305, 354 and MTH 310 are prerequisites for MKT 410. Consequently, it is critical that these courses are taken as recommended to ensure you are on track for your Marketing Degree.

*General Education Requirements – Some courses fulfill general education as well as major requirements. See catalog for accepted courses for general education.

It is strongly suggested that MKT/MGT 424 should be taken for the General Education Ethics requirement and that MGT/MKT 340 be taken to satisfy the General Education Cross Cultural Studies requirement.

To take MKT/MGT 304 students must take MGT 204, Principles of Management, and MKT 205, Principles of Marketing. Both of these courses are prerequisites for MKT/MGT 340.

The marketing courses annotated as an elective are not required, but strongly recommended. Other marketing electives can be substituted for them.

If students choose to double major and/or minor, the following catalog rule applies: any course applied toward the completion of one major or minor may not also be applied toward the fulfillment of elective requirements in another major or minor.