

## Degree Completion Plan: Marketing 2020-2021

Freshman Year						
Fall	<b>ENGL 100*or 101 (3)</b> College English 1 Minimum grade C- Pre: ACT 20 or ENGL 011 or Placement Exam or *non native-speaking	<b>Math 111 (3)</b> College Algebra Minimum grade C- Pre: ACT 20 or Math 011 and Math 012 or Placement Exam	<b>COMM 111 (3)</b> Public Speaking Minimum grade C-	<b>Fine Arts (3)*</b> GenEd	<b>BADM 101 (1)</b> Becoming a Business Student I <u>New Freshmen Only</u>	<b>Open Elective (3)</b> Classes 100 level or above which students can select to meet the 120 overall hours need to complete the degree.
Spring	<b>ENGL 102 (3)</b> College English 2 Minimum grade C- Pre: ENGL 101 or ENGL 100	<b>Math 144 (3)</b> Business Calculus Pre: Math 111 or Math 112 or Math 123 (C-) GenEd	<b>BADM161/162/163(3)</b> Word - Excel - PPT & Access Minimum grade C- Pre/Corequisite-MATH 111	<b>PHIL 105 (3)</b> Critical Reasoning Minimum grade C GenEd	<b>BADM 102 (1)</b> Becoming a Business Student II Pre: BADM 101 <u>New Freshmen Only</u>	<b>Open Elective (3)</b>
Sophomore Year						
Fall	<b>ACCT 210 (3)</b> Financial Accounting Pre: BADM 161, 162, 163, Math 111 or MATH 144	<b>ECON 201 (3)</b> Principles Macroeconomics GenEd	<b>ECON 231 (3)</b> Introduction to Business Statistics Pre: Math 111 or Math 123 or Math 112 or Math 144 or Math 242	<b>ECON 232 (1)</b> Statistical Software Application Pre: Math 111 or MATH 144, BADM 161, 162, 163	<b>Open Elective (3)</b>	<b>Open Elective (3)</b>
Spring	<b>ACCT 220 (3)</b> Managerial Accounting Pre: ACCT 210, BADM 161, 162, 163, Math 111 or MATH 144	<b>ECON 202 (3)</b> Principles Microeconomics Pre: ECON 201 or ECON 201H GenEd	<b>Social Behavioral                      Science (3)</b> PSY 111 Psychology or SOC 111 Intro Sociology GenEd	<b>Open Elective (3)</b>	<b>Open Elective (3)</b>	<b>Internships/Co-op</b> Students may be eligible for Academic Credit.  See an Academic Advisor
Junior Year						
Fall	<b>MKT 300 (3)</b> Marketing Minimum grade C+ Pre: ENG 102, COMM 111, MATH 111 or Math 144	<b>MGMT 360 (3)</b> Principles of Management Pre: Junior Standing	<b>IB 333 (3)</b> International Business pre: Junior standing recommended GenEd	<b>ENTR 310 (3)</b> Entrepreneurial Experience Pre: ENGL 101,102, COMM 111 GenEd	<b>MIS 395 (3)</b> Management Infor Sys Pre: Engl 101, 102, Comm 111, Math 111 or MATH 144 BADM 161, 162, 163	<b>BADM 301 (1)</b> Transfer to Business <u>Transfer Students Only</u>
Spring	<b>MKT 403 (3)</b> Marketing Research Pre: MKT 300 with C+	<b>MKT 405 (3)</b> Consumer Behavior Pre: MKT 300 with C+	<b>Marketing Approved                      Major Elective (3)*</b>	<b>FIN 340 (3)</b> Financial Management Pre:ENGL 102, COMM 111, ECON 201, 202, 231, 232, ACCT 210, BADM 161,2,3, MATH 144 or MATH 242	<b>PHIL 306 (3)</b> Business Ethics Pre: PHIL 105 w/minimum grade C GenEd	<b>Open Elective (1)</b> <u>Transfer Students Only</u>
Senior Year						
Fall	<b>Marketing Directed                      Major Elective (3)*</b>	<b>Marketing Directed                      Major Elective (3)*</b>	<b>DS 350 (3)</b> Prod & Ops Mgmt Pre: Pre:ENGL 102, COMM 111, ECON 201, 202, 231, 232, ACCT 210, ACCT 220, BADM 161,2,3, MATH 144 or MATH 242	<b>BLAW 431 (3)</b> Legal Environment of Business Pre: ENGL 101, 102, COMM 111, MATH 111 or MATH 144	<b>Open Elective (3)</b>	
Spring	<b>MKT 609 (3)</b> Marketing Programs Pre: MKT 300 with C+ & 6 add'l hours of marketing  Needs approval: see advisor	<b>Marketing Approved                      Major Elective (3)*</b>	<b>MGMT 681 (3)</b> Strategic Management Pre: DS 350, FIN 340, MKT 300, MGMT 360 Taken in Last Semester Needs approval: see advisor	<b>Open Elective (3)</b>	<b>Application for                      Degree (AFD)</b> Needs to be filed befor OCT. 1 for Fall and MAR. 1 for Spring and Summer	
Pre = Prerequisite		120 credit hours / 2.25 GPA		* Run Degree Evaluation for list of specific courses		