

## Degree Completion Plan: Marketing 2022-2023

### Freshman Year

|        |                                                                                                                                            |                                                                                                                                   |                                                                                                      |                                                           |                                                                                                          |                                                                              |
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| Fall   | <b>ENGL 100*or 101 (3)</b><br>College English 1<br>Minimum grade C-<br>Pre: ACT 20 or ENGL 011<br>or Placement Exam<br>*non native-speaker | <b>Math 111 (3)</b><br>College Algebra<br>Minimum grade C-<br>Pre: ACT 20 or Math 011 and<br>Math 012 or Placement Exam           | <b>COMM 111 (3)</b><br>Public Speaking<br>Minimum grade C-                                           | <b>BADM 100 (3)</b><br>Exploring the World of<br>Business | <b>First Year Sem (3)*</b><br>New Freshmen Only<br>-or-<br><b>Open Elective (3)</b><br>Transfer Students | <b>BADM 162 (1)</b><br>Excel<br>Minimum grade C-<br>Pre/Corequisite-MATH 111 |
| Spring | <b>ENGL 102 (3)</b><br>College English 2<br>Minimum grade C-<br>Pre: ENGL 101 or ENGL 100                                                  | <b>ECON 231 (3)</b><br>Introduction to Business<br>Statistics<br>Pre: Math 111 or Math 123 or Math 112<br>or Math 144 or Math 242 | <b>ECON 232 (1)</b><br>Statistical Software<br>Application<br>Pre: Math 111 or MATH 144, BADM<br>162 | <b>Fine Arts (3)*</b><br>GenEd                            | <b>Hum Intro (3)*</b><br>GenEd                                                                           | <b>Open Elective (3)</b>                                                     |

### Sophomore Year

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| Fall   | <b>MKT 300 (3)</b><br>Marketing<br>Minimum grade C+<br>Pre: ENG 102, COMM 111, MATH 111<br>or Math 144 | <b>ACCT 210 (3)</b><br>Financial Accounting<br>Pre: BADM 162, Math 111 or MATH<br>144            | <b>ECON 201 (3)</b><br>Principles Macroeconomics<br>GenEd                               | <b>ENTR 310 (3)</b><br>Entrepreneurial Experience<br>Pre: ENGL 101,102, COMM 111<br>GenEd          | <b>FA - HUM - MNS (3)</b><br><b>300 and Above</b><br>GenEd | <i>Note: Open elective hours<br/>                 are 100 level and above<br/>                 course options to meet the<br/>                 120 degree hours required.</i> |
| Spring | <b>MKT 405 (3)</b><br>Consumer Behavior<br>Pre: MKT 300 with C+                                        | <b>ACCT 220 (3)</b><br>Managerial Accounting<br>Pre: ACCT 210, BADM 162, Math 111<br>or MATH 144 | <b>ECON 202 (3)</b><br>Principles Microeconomics<br>Pre: ECON 201 or ECON 201H<br>GenEd | <b>Math 144 (3)</b><br>Business Calculus<br>Pre: Math 111 or Math 112 or<br>Math 123 (C-)<br>GenEd | <b>Open Elective (3)</b>                                   | <i>Internships/Co-op<br/>                 May qualify for Academic<br/>                 Credit.<br/>                 See an Advisor for details</i>                           |

### Junior Year

|        |                                                                                         |                                                                    |                                                                                          |                                                                                                                                                                 |                          |  |
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| Fall   | <b>MKT 403 (3)</b><br>Marketing Research<br>Pre: MKT 300 with C+, ECON 231,<br>ECON 232 | <b>MGMT 360 (3)</b><br>Principles of Management<br>Pre: ENGL 101   | <b>IB 333 (3)</b><br>International Business<br>Pre: Junior standing recommended<br>GenEd | <b>FIN 340 (3)</b><br>Financial Management-Fund.<br>Valuation Analysis<br>Pre-reqs: 45 Credit Hrs, ECON231,<br>ECON232, ACCT210, ECON202<br>Pre/Co-Req:ACCT 220 | <b>Open Elective (3)</b> |  |
| Spring | <b>Marketing Approved<br/>                 Major Elective (3)*</b>                      | <b>Marketing Approved<br/>                 Major Elective (3)*</b> | <b>DS 350 (3)</b><br>Operations Management<br>Pre: ECON, 231, 232                        | <b>Open Elective (3)</b>                                                                                                                                        | <b>Open Elective (3)</b> |  |

### Senior Year

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| Fall   | <b>Marketing Directed<br/>                 Major Elective (3)*</b>                                                              | <b>Marketing Directed<br/>                 Major Elective (3)*</b>                                              | <b>BLAW 431 (3)</b><br>Legal Environment of<br>Business<br>Pre: ENGL 101, 102, COMM 111,<br>MATH 111 or MATH 144                                   | <b>Open Elective (3)</b> | <b>Open Elective (3)</b> | <i>Application for<br/>                 Degree (AFD)<br/>                 File before your final<br/>                 semester begins</i> |
| Spring | <b>MKT 609 (3)</b><br>Marketing Programs<br>Pre: MKT 300 with C+ & 6 add'l hours<br>of marketing<br>Needs approval: see advisor | <b>MIS 395 (3)</b><br>Management Infor Sys<br>Pre: Engl 101, 102, Comm 111, Math<br>111 or MATH 144<br>BADM 162 | <b>MGMT 681 (3)</b><br>Strategic Management<br>Pre: DS 350, FIN 340, MKT 300, MGMT<br>360<br>Taken in Last Semester<br>Needs approval: see advisor | <b>Open Elective (3)</b> | <b>Open Elective (1)</b> |                                                                                                                                           |

Pre = Prerequisite

**120 credit hours / 2.25 GPA**

\* Run Degree Evaluation for list of specific courses