

## Degree Completion Plan: Marketing 2023-2024

### 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 *non native-speaker	<b>Math 111 (3)</b> College Algebra Minimum grade C- Pre: ACT 20 or Math 012 or Placement Exam	<b>COMM 111 (3)</b> Public Speaking Minimum grade C-	<b>BADM 100 (3)</b> Exploring the World of Business	<b>First Year Sem (3)*</b> New Freshmen Only -or- <b>Open Elective (3)</b> Transfer Students	<b>BADM 162 (1)</b> Excel Minimum grade C- Pre/Corequisite-MATH 111
Spring	<b>ENGL 102 (3)</b> College English 2 Minimum grade C- Pre: ENGL 101 or ENGL 100	<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 162	<b>Fine Arts (3)*</b>  GenEd	<b>Hum Intro (3)*</b>  GenEd	<b>Open Elective (3)</b>

### Sophomore Year

Fall	<b>MKT 300 (3)</b> Marketing Minimum grade C+ Pre: ENG 102, COMM 111,	<b>ENTR 310 (3)</b> Entrepreneurial Experience Pre: ENGL 101,102, COMM 111 GenEd	<b>ACCT 210 (3)</b> Financial Accounting Pre: BADM 162, Math 111 or MATH 144	<b>ECON 201 (3)</b> Principles Macroeconomics GenEd	<b>FA - HUM - MNS (3)</b> <b>300 and Above</b> GenEd	<i>Note: Open elective hours are 100 level and above course options to meet the 120 degree hours required.</i>
Spring	<b>MKT 403 (3)</b> Marketing Research Pre: MKT 300 with C+, ECON 231, ECON 232	<b>MKT 405 (3)</b> Consumer Behavior Pre: MKT 300 with C+	<b>ACCT 220 (3)</b> Managerial Accounting Pre: ACCT 210, BADM 162, Math 111 or MATH 144	<b>ECON 202 (3)</b> Principles Microeconomics Pre: ECON 201 or ECON 201H GenEd	<b>Open Elective (3)</b>	<i>Note: MKT 403- Consumer Behavior is online in Spring semester only. In-person only in Fall.</i>

### Junior Year

Fall	<b>Marketing Major Elective (3)*</b> Pre: MKT 405	<b>MGMT 360 (3)</b> Principles of Management Pre: ENGL 101	<b>Math 144 (3)</b> Business Calculus Pre: Math 111 or Math 112 or Math 123 (C-) GenEd	<b>FIN 340 (3)</b> Financial Management-Fund. Valuation Analysis Pre-reqs: 45 Credit Hrs, ECON231, ECON232, ACCT210, ECON202 Pre/Co-Req:ACCT 220	<b>Open Elective (3)</b>	<b>Internships/Co-op</b> May qualify for Open Elective Credit.  See an Advisor for details
Spring	<b>Marketing Major Elective (3)*</b> Pre: MKT 405	<b>IB 333 (3)</b> International Business pre: Junior standing recommended GenEd	<b>DS 350 (3)</b> Operations Management Pre: ECON, 231, BADM 162	<b>Open Elective (3)</b>	<b>Open Elective (3)</b>	<b>Marketing Major Electives:</b> A maximum of 3 credits can be one of the following: ECON 704, ENTR 453, ID 300, ID 515, ID 516, or ID 721

### Senior Year

Fall	<b>Marketing Major Elective (3)*</b> Pre: MKT 405	<b>MIS 395 (3)</b> Management Infor Sys Pre: Engl 101, 102, Comm 111, Math 111 or MATH 144 BADM 162	<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>	<b>Open Elective (3)</b>	<b>Application for Degree (AFD)</b> File before your final semester begins
Spring	<b>Marketing Major Elective (3)*</b> Pre: MKT 405	<b>MKT 609 (3)</b> Strategic Marketing Management Pre: MKT 403, MKT 405, senior standing	<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>Open Elective (1)</b>	

Pre = Prerequisite

**120 credit hours / 2.25 GPA**

\* Run Degree Evaluation for list of specific courses