

BULLETIN 2006 – 2008

MARKETING

122 Credit Hours

FRESHMAN YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ORI 101	Survival Skills	1		ENG 102	Composition II ¹	3
ENG 101	Composition I ¹	3		MTH 120	Calculus and its Applications	3
MTH 112	Pre-Calculus Algebra ^{1,2}	3			Science Elective with Lab	4
	Science Elective with Lab	4			Fine Arts Elective	3
	History Elective	3			Social Science Elective	<u>3</u>
PED	Golf or Tennis ³	<u>2</u>				16
		16				

SOPHOMORE YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
ACC 203	Introduction to Accounting I	3		ACC 204	Introduction to Accounting II	3
ECO 231	Principles of Macroeconomics	3		ECO 232	Principles of Microeconomics	3
ENG	Literature Sequence I	3		ECO 271	Business Statistics I	3
ENG 205	General Speech	3		ENG	Literature Sequence II	3
MIS 213	Computer Applications in Business	<u>3</u>		MGT 207	Legal Environment and Ethics	<u>3</u>
		15				15

JUNIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
MGT 315	Principles of Management	3		MKT 316	Buyer Behavior	3
MKT 315	Principles of Marketing	3		MKT 323	Promotions Management	3
OSM 310	Business Communication	3		OSM 315	Professional Writing	3
FIN 315	Principles of Finance	3			Upper-level Marketing Elective	3
MIS 315	Principles of Mgmt. Info. Systems	<u>3</u>			Non-Business Elective	<u>3</u>
		15				15

SENIOR YEAR						
First Semester				Second Semester		
Course No.	Course Title	Hrs		Course No.	Course Title	Hrs
MGT 413	Production/Operations Mgmt.	3		MGT 442	Strategic Management and Policy	3
MKT 477	Marketing Management	3		MKT 411	Advanced Marketing Research	3
MKT 410	Marketing Research	3		MKT 464	Global Marketing	3
	Upper-level Marketing Elective	3		MKT 487	Strategic Marketing	3
	Non-Business Elective	<u>3</u>			Non-Business Elective	<u>3</u>
		15				15

¹Must earn grade of C or better.

²Students may demonstrate their competency in algebra at the MTH 112 C level and satisfy the University general education and School of Business math requirement by passing MTH 120 or MTH 125 or higher calculus with a grade of A or B.

³Health or military science may be taken instead of physical education.