

## MARKETING 14-15 EIGHT SEMESTER PLAN

### YEAR 1

FRESHMAN FALL			STATUS	PREREQ	NOTES
ENG 103	English Comp I	3		ACT/SAT	
MA 113	College Algebra	3		ACT/SAT	
PSY 113	Principles of Psychology	3			
BA 113	Business Applications	3			
BA 123	Business Concepts	3			
BA 101	University Experience	1			
<b>Total</b>		<b>16</b>			

FRESHMAN SPRING			STATUS	PREREQ	NOTES
ENG 113	English Comp II	3		ENG 103	
MA 173	Applied Mathematics	3		MA 113	
ECO 213	Microeconomics	3			
BA 213	Advanced Spreadsheet for Busin	3			
AC 203	Accounting I	3		ACT/SAT	
<b>Total</b>		<b>15</b>			

### YEAR 2

SOPHOMORE FALL			STATUS	PREREQ	NOTES
SP 203	Effective Speaking	3		ENG 113	
MA 253	Statistics	3		MA 113	
ECO 223	Macroeconomics	3			
MK 203	Marketing	3			
AC 213	Accounting II	3		AC 203	
<b>Total</b>		<b>15</b>			

SOPHOMORE SPRING			STATUS	PREREQ	NOTES
COM 213	Business Comm	3		ENG 113	
FIN 303	Managerial Finance	3		AC 213	
MGT 353	Designing Operations	3		MA 173	
MGT 363	Organizational Behavior	3			
MK 313	Retail Management	3		MK 203	
<b>Total</b>		<b>15</b>			

### SOPHOMORE SUMMER

BA 3113	Internship	3
<b>Total</b>		<b>3</b>

### YEAR 3

JUNIOR FALL			STATUS	PREREQ	NOTES
BA 301	Professional Development & Strat	1		Jr/Sr Standing	
LAW 203	Business Law	3			
ENT 303	Entrepreneurial Leadership	3		Jr/Sr Standing	
MK 363	Buyer Behavior	3		MK 203	
	Free Elective (3)	3			
	Foreign Language Elective (3)	3			
<b>Total</b>		<b>16</b>			

JUNIOR SPRING			STATUS	PREREQ	NOTES
BA 403	Business & Public Policy	3		MGT 363	
MK 323	Integrated Marketing Comm	3		MK 203	
	BA/COM/ENT/MGT/MK 300-400 level class	3			
	Business Elective (3)	3			
	Free Elective (1)	1			
<b>Total</b>		<b>13</b>			

### YEAR 4

SENIOR FALL			STATUS	PREREQ	NOTES
BA 343	International Business	3		ECO 223	
MK 423	Personal Selling	3		MK 203/SP 203	
MK 463	Marketing Research	3		MA 253/MK 203	
	Business Elective (3)	3			
	Humanities Elective (3)	3			
<b>Total</b>		<b>15</b>			

SENIOR SPRING			STATUS	PREREQ	NOTES
MGT 453	Strategic Management	3		Dept Dean	
	BA/COM/ENT/MGT/MK 300-400 level class	3			
	Gen Ed Elective (2)	2			
	Lab Science Elective (4)	4			
<b>Total</b>		<b>12</b>			