

2026-2027 MODEL DEGREE PROGRAM FOR MARKETING

The following four-year plan lists all the specific course requirements for the Bachelor of Science in Business degree with an emphasis in Marketing. The order in which these courses are taken may vary with course availability. However, normal degree progress in the College of Business requires that students complete the degree in a freshman, sophomore, junior, senior sequence.

Students are responsible for completing all course prerequisites; prerequisites are strictly enforced.

Most Business courses require a grade of C- or higher to include: INFS 1100 and all skills, junior core, senior capstone, and emphasis courses. Note: MATH 1040 requires a C or higher.

All classes are presumed to be 3 credits unless otherwise noted.

FRESHMAN YEAR

✓	Fall Semester	✓	Spring Semester
	GPS 1010 Gateway Program Seminar		ECON 2020 Introduction to Macroeconomics
	ECON 1010 Introduction to Microeconomics		TCID 2080 Business and Administrative Writing
	Core Writing Course (ENGL 1310, 1308, or 1305)		INFS 1100 Productivity Apps for the Workplace
	MATH 1040 College Algebra (4 credits)		Open Elective
	Open Elective		Explore: Arts, Humanities, Cultures
			BUAD 3100 ROAR Program I (1 credit) <i>(take in fall or spring)</i>

SOPHOMORE YEAR

✓	Fall Semester	✓	Spring Semester
	ACCT 2010 Financial Accounting		ACCT 2020 Managerial Accounting
	BLAW 2000 Business Law		INFS 3000 Info Systems and Business Intelligence
	COMM 2010 Comm in Workplace or 2100 Public Speaking		MKTG 3000 Principles of Marketing
	QUAN 2010 Business Statistics		QUAN 2020 Quantitative Analysis for Business
	Explore: Physical & Natural World (4 credits)		Open Elective
			BUAD 3200 ROAR Program II (1 credit) <i>(take in fall or spring)</i>

JUNIOR YEAR

✓	Fall Semester	✓	Spring Semester
	FNCE 3050 Basic Finance		MKTG 4650 Promotion Management & Strategy
	MGMT 3300 Management in Practice		Marketing Elective
	MKTG 3300 Marketing Research		Upper Division Business Course
	OPTM 3000 Fundamentals of Operations Mgmt		Open Elective
	Writing Intensive or Open Elective		Open Elective
			Writing Portfolio (PORT 3000 required, zero credit)

SENIOR YEAR

✓	Fall Semester	✓	Spring Semester
	BGSO 4000 Business, Government, & Society		STRT 4500 Strategic Management
	MKTG 4800 Marketing Planning and Strategies		Marketing Elective
	Marketing Elective		Upper Division Business Course
	Upper Division Business Course		Open Elective (4 credits)
	BUAD 3300 ROAR Program III (1 credit)		

Marketing Electives

MKTG 3400 Personal Selling & Sales Mgmt <i>(typically spring only)</i>	MKTG 4700 Digital and Social Media Marketing
MKTG 4400 Service Mgmt&Mktg <i>(typically OL in fall, on campus in spring)</i>	MKTG 4900 International Marketing <i>(typically spring only)</i>
MKTG 4500 Retailing Strategy <i>(typically on campus in fall, OL in spring)</i>	An approved Marketing BUAD 4960 Internship
MKTG 4510 Sport Marketing	