

2023-2024 MARKETING MODEL DEGREE PROGRAM

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.

All skills, junior core, senior capstone and emphasis courses must be completed with a C- or better.

All classes are presumed to be 3 credits unless noted.

Fall Semester

FRESHMAN YEAR

Spring Semester

- ___ GPS 1010 Gateway Program Seminar
 - ___ ECON 1010 Introduction to Microeconomics
 - ___ Core Writing Course (ENGL 1310 or 1308 or 1305)
 - ___ MATH 1040 College Algebra (4 credits)
 - ___ Open Elective
 - ___ BUAD 3100 ROAR Program I (1 credit)
- (can take in fall or spring semester)*

- ___ ECON 2020 Introduction to Macroeconomics
- ___ TCID 2080 Business and Administrative Writing
- ___ INFS 1100 Production Apps for the Workplace
- ___ MATH 1120 Calculus for Business & Economics
- ___ Explore – Arts, Humanities and Cultures

Fall Semester

SOPHOMORE YEAR

Spring Semester

- ___ ACCT 2010 Financial Accounting
 - ___ BLAW 2000 Business Law
 - ___ COMM 2010 Comm in Workplace or 2100 Public Speaking
 - ___ QUAN 2010 Business Statistics
 - ___ Explore – Physical & Natural World (4 credits)
 - ___ BUAD 3200 ROAR Program II (1 credit)
- (can take in fall or spring semester)*

- ___ ACCT 2020 Managerial Accounting
- ___ INFS 3000 Information Systems & Business Intelligence
- ___ MKTG 3000 Principles of Marketing
- ___ QUAN 2020 Quantitative Analysis for Business
- ___ Open Elective

Fall Semester

JUNIOR YEAR

Spring Semester

- ___ FNCE 3050 Basic Finance
 - ___ MGMT 3300 Intro to Management & Organization
 - ___ MKTG 3300 Marketing Research
 - ___ OPTM 3000 Fundamentals of Operations Mgmt
 - ___ Writing Intensive or Open Elective
 - ___ ROAR Program Experiential Learning (zero credit)
- (may be taken for credit towards your degree)*

- ___ MKTG 4650 Promotion Management & Strategy
- ___ Marketing Elective
- ___ Upper Division Business Course
- ___ Open Elective
- ___ Open Elective
- ___ *Writing Portfolio (PORT 3000 required, zero credit)*

Fall Semester

SENIOR YEAR

Spring Semester

- ___ BGSO 4000 Business, Government & Society
 - ___ MKTG 4800 Marketing Planning and Strategies
 - ___ Marketing Elective
 - ___ Upper Division Business Course
 - ___ Open Elective (1 credit)
 - ___ BUAD 3300 ROAR Program III (1 credit)
- (should take prior to final semester)*

- ___ STRT 4500 Strategic Management
- ___ Marketing Elective
- ___ Upper Division Business Course
- ___ Open Elective

Marketing Electives:

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| MKTG 3400 - Personal Selling and Sales Management <i>(spring only)</i> | MKTG 4700 - Digital and Social Media Marketing |
| MKTG 4400 - Service Management and Marketing | MKTG 4900 - International Marketing |
| MKTG 4500 - Retailing Strategy <i>(semesters vary)</i> | An approved Marketing BUAD 4960 Internship |
| MKTG 4510 - Sport Marketing | |