



**Marketing MAJOR 4-YEAR PLAN 2020-2021 CATALOG**

FIRST YEAR				FIRST YEAR			
FALL	SEMESTER			SPRING	SEMESTER		
COURSE	#	TITLE	CREDITS	COURSE	#	TITLE	CREDITS
ENGL	110	College Composition I	3	ENGL	120	College Composition II	3
UNIV 110		First Year Experience	3	HIST		History Gen Ed	3
MATH	210	Elementary Statistics	4	BIT	302	Business Communications	3
PHIL	100	Critical Thinking	3	SCI		Lab Science Gen Ed	4
BADM	120	Fundamentals of Business	3	ELECTIVE		Elective	3
<b>TOTAL CREDITS</b>			<b>16</b>	<b>TOTAL CREDITS</b>			<b>16</b>
SECOND YEAR				SECOND YEAR			
FALL	SEMESTER			SPRING	SEMESTER		
COURSE	#	TITLE	CREDITS	COURSE	#	TITLE	CREDITS
COMM	110	Fundamentals of Public Speaking	3	ECON	202	Prin. of Macroeconomics	3
BOTE	247	Spreadsheet Applications	3	BIT	220	Management Information Systems	3
BADM	301	Fundamentals of Management	3	SCI		Lab Science Gen Ed	4
ECON	201	Prin. of Microeconomics	3	BADM	321	Marketing	3
ACCT	200	Elements of Accounting I	3	ACCT	201	Elements of Accounting II	3
<b>TOTAL CREDITS</b>			<b>15</b>	<b>TOTAL CREDITS</b>			<b>16</b>
THIRD YEAR				THIRD YEAR			
FALL	SEMESTER			SPRING	SEMESTER		
COURSE	#	TITLE	CREDITS	COURSE	#	TITLE	CREDITS
ACCT	315	Legal Environment of Business	3	ELECTIVE		Elective	3
BADM	307	International Business	3	BADM	421	Applied Business Research	3
BADM	324	Integrated Marketing Communications	3	BADM	427	International Marketing	3
ELECTIVE		Elective	3	FIN	353	Principles of Financial Management	3
ELECTIVE		Elective	3	ELECTIVE		Elective	3
<b>TOTAL CREDITS</b>			<b>15</b>	<b>TOTAL CREDITS</b>			<b>15</b>
FOURTH YEAR				FOURTH YEAR			
FALL	SEMESTER			SPRING	SEMESTER		
COURSE	#	TITLE	CREDITS	COURSE	#	TITLE	CREDITS
ACCT	321	Managerial Accounting	3				
HUM		Humanities Gen Ed	3	BADM	488	Marketing Strategy	3
BADM	422	Consumer Behavior	3	ELECTIVE		Elective	3
ELECTIVE		Elective	3	ELECTIVE		Elective	3
ELECTIVE		Elective	3	BADM	424	Logistics and Channel Mgmt	3
<b>TOTAL CREDITS</b>			<b>15</b>	<b>TOTAL CREDITS</b>			<b>12</b>
<i>All courses subject to change.</i>							
						<b>Total:</b>	<b>120</b>
5/12/2020							