

Marketing	Fall Classes		Spring Classes	
	Course	Hours	Course	Hours
Freshman Year	CMIS 101-Info Systems Concepts & Applications	3	BUS 214-Intro to Business Quantitative Methods	3
	COLL 101-Introduction to Collegiate Education	2	BUS 201-Organizational Communications	3
	ECON 221-Principles of Microeconomics	3	ENG 201-Advanced English Composition	3
	ENG 101-English Composition	3	ECON 222-Principles of Macroeconomics	3
	Math 110 or 112-Elementary Algebra/College Algebra	3	Perspectives GE	3
Sophomore Year	BUS 231-Principles of Financial Accounting	3	BUS 232-Principles of Managerial Accounting	3
	BUS 251-Legal Environment and Contract Law	3	Biol Science	3
	BUS 328-Principles of Marketing	3	Perspectives GE	3
	CMIS 300-Information Systems Management	3	STAT 210-Statistics	3
	Physical Science	3	Elective	3
Junior Year	BUS 329-Integrated Marketing Communications	3	BUS 335-Production/Operations Management	3
	BUS 339-Business Finance	3	BUS 348-Retail Management and Merchandising	3
	BUS 350-Professional Selling	3	BUS 355- E-Marketing	3
	BUS 373-Organizational Behavior	3	BUS 480-International Business	3
	Elective	3	Elective	3
Senior Year	BUS 336-Marketing Research	3	BUS 491-Strategic Marketing Management	3
	BUS 347-Consumer Behavior	3	BUS 495-Business Policy	3
	CMIS 410-Web Page Development & Programming	3	Elective	3
	Elective	3	Elective	3
	Elective	3	Elective	3