

SUGGESTED FOUR-YEAR COURSE PLAN for the MARKETING MAJOR (MMGT)

Freshman Year

WRIT 101 Foundations of Academic Discourse3	HUMA 102 Civ/Biblical Revelation 3
BUSA 204 Principles of Marketing.....3	BUSA 203 Principles of Management 3
MATH 141 Bus Calc or MATH 161 Calc I.....4	BUSA 211 Business Computer Applications 3
ECON 101 Principles of Econ I.....3	ECON 102 Principles of Econ II 3
Foreign Language or General Elective3	Foreign Language or General Elective.....3
PHYE 101 (men) or PHYE 111 (women) <u>1</u>	PHYE 102 (men) or PHYE 112 (women) <u>1</u>
17	16

Consult with advisor regarding specific courses and course loads per semester.

Sophomore Year

HUMA 200 Western Civilization.....3	SSFT2
ACCT 201 Principles of Accounting I.....3	ACCT 202 Principles of Accounting II 3
BUSA 201 Business Statistics3	BUSA 214 Business, Ethics, & Society 3
*Natural Science with Lab.....4	BUSA 301 Principles of Finance 3
Foreign Language or General Elective <u>3</u>	Foreign Language or General Elective..... <u>3</u>
16	14

Junior Year

HUMA 301 Civilization and the Arts.....3	HUMA 202 Civilization and Literature..... 3
BUSA 303 Business Law3	BUSA 305 International Business 3
Marketing Mgt Major Elective3	BUSA 415 Strategic Marketing 3
Foundations of Social Science3	Marketing Mgt Major Elective 3
Busa 315 Digital Marketing <u>3</u>	*Natural Science with Lab <u>4</u>
15	16

Senior Year

Marketing Mgt Major Elective3	BUSA 486 Bus Policy & Strategy 3
BUSA 411 Marketing Research.....3	Marketing Mgt Major Elective 3
HUMA 303 Speculative Mind.....3	BUSA 419 Consumer Behavior 3
General Electives..... <u>8</u>	General Electives <u>8</u>
17	17

* Refer to the **College Bulletin** (the catalog) for details regarding course options for fulfilling the Natural Science component of the General Education Requirements.

Note: No college credits are earned when a student receives a language waiver. When a waiver is earned, the credits currently assigned to foreign language study must be fulfilled through general electives of the student's choosing.