The courses with an asterisk (*) and all Upper Division must be completed with a C- or better.
The courses that are shaded must be completed and at least 45 credit hours earned before being admitted into Upper Division.

**General Education**

**Study Area I - Arts & Humanities (9 credits)**
- 200 Level English Literature

**Study Area II - Social Sciences (9 credits)**
- History
- *ECON 200 Macroeconomics
- *ECON 201 Microeconomics

**Study Area III - Behavioral Sciences (6 credits)**

**Study Area IV - Natural Sciences (6-7 credits)**
- (One lab must be included)

**Skill Area I - Communication Skills (6 credits)**
- *ENG 110 Freshman Composition

**Skill Area II - Mathematics (9 credits)**
- *MATH 125 Applied Calculus I - or -
- *MATH 123 Applied Business Math

**Skill Area III - A: International Requirement**
- International Requirement

**Skill Area III - B: Language Proficiency**
- 3 Sequential Yrs of One Foreign Language at the High School Level
- Completed 112 or 114 foreign language course
- Passed Foreign Language Exam

**Skill Area IV - University Requirement (2-3 credits)**

**General Electives (18 credits)**

**Lower Division Business Core - prereq. in parentheses (24 credits)**
- *AC 211 Intro to Financial Acct (MATH 101)
- *AC 212 Intro to Managerial Acct (AC 211)
- *MC 207 Managerial Communications (ENG 110)
- *MIS 201 Intro to MIS
- *FIN 295 Managerial Finance (STAT 200, MATH 123/125, AC 211)
- *MGT 295 Fundamentals of Management
- *MKT 295 Fundamentals of Marketing
- *LAW 250 Legal Environment of Business

**Upper Division Required Courses in Major**

- See Faculty Advisor (12 credits)
  - MKT 305 Consumer Behavior (MKT 295)
  - MKT 373 Marketing Research (MKT 295, STAT 201)
  - MKT 380 Market Data Analysis (MKT 373, STAT 201)
  - MKT 450 Marketing Strategy and Plan (MKT 295, STAT 201, AC 212, FIN 295, MGT 295, MIS 201, MGT 380)

**Choose Three Classes (9 credits)**

- MKT 306 Advertising and Promotion (MKT 295)
- MKT 307 Sales Administration (MKT 295)
- MKT 311 Retailing (MKT 295)
- MKT 321 International Marketing (MKT 295)
- MKT 339 Spatial Marketing (MKT 295)
- MKT 350 Internet Marketing & Channels (MKT 295)
- MKT 358 Relationship Marketing (MKT 295)
- MKT 375 Special Events Marketing (MKT 295)
- MKT 375 Services Marketing (MKT 295)
- MKT 390 Product Development (MKT 380)
- MKT 413 Business to Business Mkgt (MKT 295)
- MKT 415 Mktg Touristic Startup (MKT 295, MGT 295, AC 211)
- MKT 439 Direct Marketing (MKT 373)
- MKT 444 Direct Marketing Analytics (MKT 375)
- MKT 470 Integrated Mktg Campaigns (MKT 306)
- MKT 480 Mkt for Non-Profit Institutions (MKT 295)
- MKT 481 Consultative Selling Techniques (MKT 305)
- MKT 495 Field Studies in Int’l Marketing
- MKT 496 Marketing Praticum
- MKT 498 Marketing Topics

**Business Electives: Choose three (9 credits)**

- Mkt 494/497 Independent Study Mktg Internship or a 300 Lvl Bus Elec
- Business Elective 300 Level or above
- Business Elective 300 Level or above

**Upper Division Capstone (3 credits)**

- MGT 480 Strategic Management

**Total Credits Required for Graduation: 122**

FYE

Rev. 8/14/07