

**Marketing Major**

Suggested Plan of Study

2007-2008 Catalog

Fall - Semester 1		Spring - Semester 2	
ENGL 1113 Composition I	3	ENGL 1123 Composition II	3
MATH 1023 College Algebra	3	MIS 2053 Business Information Systems	3
ECON 1003 American Enterprise	3	HIST 1003 or 1013 World History I or II	3
Biological Science choice/Lab (BIOL 1013/1011, BIOL 1023/1021, BIOL 1033/1031, BSCI 1013/1011)	4	PSYC 2003 Psychology	3
GSTD 1002 Freshman Seminar	2	PHED 1501 Activity & Wellness	1
		SPCH 1113 Introduction to Public Speaking	3
Total hours for semester	15	Total hours for semester	16
Fall - Semester 3		Spring - Semester 4	
ENGL 2213 World Literature I	3	ENGL 2223, World Literature II or PHIL 2403, Introduction to Philosophy	3
Humanities choice (ART 2013, MUS 2013, or Foreign Language)	3	ACCT 2103 Principles of Acct II	3
Physical Science choice/Lab (CHEM 1013/1011, CHEM 1023/1021, CHEM 1133/1131, GEOL 1003/1001, PHSC 2023/2021, PHYS 2003/2001, or PHYS 2203/2201)	4	GBUS 2013 Quantitative Analysis I	3
ECON 2103 Microeconomics	3	ECON 2203 Macroeconomics	3
ACCT 2003 Principles of Accounting I	3	HIST 2013 or 2023 U. S. History I or II	3
		PHED 1__1 PE activity	1
Total hours for semester	16	Total hours for semester	16
Fall - Semester 5		Spring - Semester 6	
MKTG 3033 Principles of Marketing	3	GBUS 3003 Legal Environment	3
FIN 3003 Financial Management	3	GBUS 3183 Quantitative Analysis II	3
MGMT 3023 Organizational Theory & Behavior	3	MKTG elective (A)	3
MGMT 3063 Managerial Communications	3	MKTG elective (A)	3
Social Science choice (GEOG 2003, PSCI 2003, or SOC 1003 or 2003)	3	Humanities choice (ART 2013, or MUS 2013)	3
Total hours for semester	15	Total hours for semester	15
Fall - Semester 7		Spring - Semester 8	
MKTG 3063 Consumer Behavior	3	MIS 4103 Managing Information & Technology	3
MKTG elective (A)	3	MGMT 4063 Production and Operations Management	3
MKTG elective (B)	3	MGMT 4093 Strategy & Policy	3
MKTG 4023 Marketing Research	3	MKTG 4103 Marketing/Management	3
*Free Elective	3	*Free Elective	1
		MKTG elective (B)	3
Total hours for semester	15	Total hours for semester	16

Total hours required for major = 124 hours

**Marketing Electives**

Offered each fall Select total of 9 hours from Group A choices Select total of 6 hours from Group B choices	Offered each spring Select total of 9 hours from Group A choices Select total of 6 hours from Group B choices
Group A	Group A
MKTG 3983 Internship	MKTG 3983 Internship
MKTG 4043 Retailing	MKTG 3103 Selling
Group B	MKTG 4053 Integrated Marketing Communications
MGMT 3073 Advanced Managerial Communications	MKTG 4073 Supply Chain Management
MGMT 4023 Small Business Management	Group B
MGMT 4043 International Business	ECON 4023 SIFE
MIS 3003 Website Development	MGMT 3073 Advanced Managerial Communications
	MGMT 4043 International Business

See advisor for information about MKTG electives (A) and (B)

\*Note: Activity courses cannot be used to fulfill the forty (40) hour Jr./Sr. requirement.