

College of Business
B.S.B.A. in Marketing
Marketing Concentration

Please note that this is a **recommended** sequence.
 Check catalog for prerequisites.
 Course availability may vary from semester to semester.

FRESHMAN YEAR			
CC Equivalent	Fall Semester		Spring Semester
Eco 251	ECON 2113*	3	ECON 2133*
Eng 111	ENGL 1100	3	ENGL 1200
Mat 263	MATH 1066*	3	ACCT 2401*
Hea 110	HLTH 1000	2	MIS 2223*
	PHIL 2274/2275	3	EXSS 1000
		14	Humanities or Fine Arts
			15

SOPHOMORE YEAR			
Psy 150	PSYC 1000	3	Com 231
Bus 115	FINA 2244*	3	COMM 2420
Mat 151,155	MATH 2283*	3	MKTG 3832
Acc 121	ACCT 2521*	3	SOCI 2110
Bio 140	BIOL 1060, or CHEM 1020,	4	Humanities or Fine Arts
NA or NA	PHYS 1050, or GEOL 1700	3	Science with Lab
		16	3,1
			15

JUNIOR YEAR			
	MGMT 3302	3	MKTG 4732
	MKTG 4662	3	MKTG 3852
	MIS 3063	3	OMGT 3123
	ENGL 3880	3	FINA 3724
	Elective (non-business)	3	Elective (non-business)
		15	3
			15

SENIOR YEAR			
	MKTG 4562	3	MKTG Concentration
	MKTG Concentration	3	MKTG Concentration
	OMGT 3223	3	MGMT 4842
	Elective (non-business)	3	Elective (non-business)
	Elective (non-business)	3	Elective (non-business)
		15	3
			15

*Required for admission to the College of Business

Revised: February 2007