

Recommended Course Sequence
Bachelor of Science in Business Administration - Marketing (0492)

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
BUAD 000 Business Primer (0 Credit, Incoming Freshman Only)	ECON 220 Principles of Microeconomics (3 Credits)	ACCT 215 Principles of Accounting I (3 Credits)	ACCT 220 Principles of Accounting II (ACCT 215) (3 Credits)	MKTG 300 Principles of Marketing (ACCT 220, CSCI 104, ECON 220) (3 Credits)	BUAD 001 Career Prep. Seminar (Junior Standing, 0 Credits, Required for Graduation)	BUAD 475 Business Decision Making (Business Foundation, Two Upper-Level Business Courses, Senior Standing) (3 Credits)	MKTG 475 Marketing Analysis & Planning (FIN300, MGMT300, QUAN340) (3 Credits) Spring Course Only
BUAD 160 Business in Society (3 Credits)	ENGL 102 Writing/Research Skills (ENGL 101) (3 Credits)	ECON 225 Principles of Macroeconomics (3 Credits)	QUAN 340 Stats for Bus. & Econ. (CSCI 104, STAT 260) (3 Credits)	FIN 300 Principles of Finance (ACCT 220, CSCI 104, ECON 220, MATH 150) (3 Credits)	BUAD 320 Information Resource Mgmt. (MGMT 300, CSCI 104) (3 Credits)	MKTG 320 Advertising & Promotion (ACCT220, ECON220, MKTG300) (3 Credits) Fall Course Only	Upper-Level Required Related Business Course
CSCI 104 Essentials of Computing I (3 Credits)	Core (3 Credits)	BUAD 260 Business Law I (ACCT 220 or ECON 220) (3 Credits)	ENGL 370 or COMM 298 (3 Credits)	MGMT 300 Principles of Management (ACCT 220, CSCI 104, ECON 220) (3 Credits)	MKTG 340 Consumer Behavior (ACCT220, ECON220, MKTG300) (3 Credits) Spring Course Only	MKTG 410 Marketing Research (ACCT220, ECON220, MKTG300, QUAN340) (3 Credits) Fall Course Only	Upper-Level Required Related Business Course
ENGL 101 College Writing Skills (Placement Test) (3 Credits)	Core (3 Credits)	STAT 260 Elements of Statistics (MATH 105 or higher) (3 Credits)	Core (3 Credits)	Free Elective (3 Credits)	Upper-Level Marketing Course	Upper-Level Marketing Course	Free Elective (3 Credits)
MATH 150 Applied Math for Business (Placement Test) (3 Credits)	Core (3 Credits)	Core (3 Credits)	Core (3 Credits)	Free Elective (3 Credits)	Upper-Level Required Related Business Course	Free Elective (3 Credits)	Free Elective (3 Credits)
Core (3 Credits)					Free Elective (3 Credits)		

General Education Requirements
 Major Foundation Requirements

Major Requisites
 Major Courses

Free Electives
 Effective Summer 2017