

Marketing B.S.

FIRST SEMESTER

COM211 - Strategic Communication in Bus
CSC102 - BUS Info System&Computing Tool
EC0101 - Principles of Microeconomics
MAT158 - Intro to Statistics A
ENG102 - Composition II
GST104 - Experiential Learning in Clg

SECOND SEMESTER

EC0200 - Principles of Macroeconomics
MAT258 - Intro to Statistics B
MGT261 - Business Organization
Natural Science
World Awareness

THIRD SEMESTER

ACC201 - Principles of Accounting I
MKT250 - Marketing Principles
Foreign Language
Diversity Identity Social Justice
MAT208* - Math App for Bus & Mgt

FOURTH SEMESTER

ACC202 - Principles of Accounting II
Foreign Language 102
Gen Ed Student Choice
Gen Ed Student Choice
Gen Ed Student Choice

FIFTH SEMESTER

MKT370 - Consumer Behavior
FIN325 - Corporate Finance
Elective
Gen Ed Student Choice
Upper Division Elective

SIXTH SEMESTER

BLW355 - Legal and Regulatory Business
MKT375 - Marketing Research
Upper Division Elective
Elective
Upper Division Elective

SEVENTH SEMESTER

MKT380 - Digital Marketing Fundamentals
Upper Division Marketing
Upper Division Elective
Upper Division Elective
Elective

EIGHTH SEMESTER

MGT495 - Management Policy & Simulation
Upper Division Marketing
Upper Division Elective
Elective
Elective

Notes

*MAT208 needs placement test or prerequisites courses

*Electives can be fulfilled with minor courses, internships up to 12 credits, study abroad opportunities or courses of interests