

Marketing Major – 2011-2012 Catalog

| FIRST YEAR | | | | |
|-------------------|------|--|--------------------------|------|
| <u>FALL</u> | | | <u>SPRING</u> | |
| *ENG 111 | 4 | | *ENG 112 | 4 |
| UNI 101 | 1 | | GENERAL EDUCATION | 13 |
| GENERAL EDUCATION | 13 | | WRITING PROFICIENCY EXAM | |
| TOTAL HOURS | 18.0 | | TOTAL HOURS | 17.0 |

| SECOND YEAR | | | | |
|-------------------|-----------|--|---------------|------|
| <u>FALL</u> | | | <u>SPRING</u> | |
| GENERAL EDUCATION | 7-8 | | MGT 204 | 3 |
| MKT 205 | 3 | | BUS 303/304 | 3 |
| *ECO 211 | 3 | | MKT 330 | 3 |
| ACC 261 | 4 | | ECO 212 | 3 |
| | | | ACC 262 | 4 |
| TOTAL HOURS | 17.0-18.0 | | TOTAL HOURS | 16.0 |

| THIRD YEAR | | | | |
|-------------------|-----------|--|-------------------|-----------|
| <u>FALL</u> | | | <u>SPRING</u> | |
| GENERAL EDUCATION | 3-4 | | GENERAL EDUCATION | 3-4 |
| MKT 305 | 3 | | MKT ELEC UL | 3 |
| MTH 310 | 4 | | BUS 310 | 3 |
| BUS 410/ACC 321 | 3 | | ELECTIVES | 6 |
| FIN 308 | 3 | | | |
| TOTAL HOURS | 16.0-17.0 | | TOTAL HOURS | 15.0-16.0 |

| FOURTH YEAR | | | | |
|-------------------|-----------|--|---------------|------|
| <u>FALL</u> | | | <u>SPRING</u> | |
| ELECTIVES | 6 | | MKT ELEC | 6 |
| GENERAL EDUCATION | 3-4 | | ELECTIVES UL | 3 |
| MKT ELEC UL | 3 | | BUS 450 | 3 |
| MKT 354 | 3 | | MKT 310 | 3 |
| TOTAL HOURS | 15.0-16.0 | | TOTAL HOURS | 15.0 |

***General Education Requirements – Some courses fulfill general education as well as major requirements. See catalog for accepted courses for general education**

It is strongly suggested that MKT/MGT 424 should be taken for the General Education Ethics requirement and that MGT/MKT 340 be taken to satisfy the General Education Cross Cultural Studies requirement.

If students choose to double major and/or minor, the following catalog rule applies: any course applied toward the completion of one major or minor may not also be applied toward the fulfillment of elective requirements in another major or minor.