Marketing 3 Year Plan – 2012 - 2013

Fall Semester	Credits	Spring Semester	Credits
Year 1		Year 1	
ACC 261. Acc. Principles I	4	ACC 262. Acc. Principles II	4
MKT 205. Principles of Mkt		MKT 205. Principles of Mkt	
or MGT 204. Principles of Mgmt	3	or MGT 204. Principles of Mgmt	3
General Education courses	10	General Education courses	3
Uni 101	1	Science with a lab	4
		MTH 310. Statistics	4
Total	18	Total	18
Year 2		Year 2	
ECO 211. Micro Economics	3	ECO 212. Macro Economics	3
FIN 308. Principles of Finance		FIN 308. Principles of Finance	
or BUS 303/304. Bus Law 1 or			
2	3	or BUS 303/304. Bus Law 1 or 2	3
BUS 310. Quantitative Analysis	3	MKT 310. Marketing Research	3
MKT 305. Consumer Behavior	3	Marketing Elective *	3
General Education courses	6	General Education courses	6
Total	18	Total	18
Year 3		Year 3	
		MKT 354. Advertising &	
2 Marketing Electives*	6	Promotion	3
BUS 450. Bus. Strategy & Policy	3	Marketing Elective*	3
		BUS 410. Mgt Information	
General Education courses	9	Systems	3
		General Education courses	9
Total	18	Total	18

* Marketing Electives may be chosen from the following:
MGT 334. Human Resources Management, MKT 320. Personal Selling, MKT 330. Principles of Retailing, MKT 340. International Business, MKT 350. Small Business Management, or MKT 424. Business Ethics and Social Responsibility.

Or one of two Economics Courses: ECO 350. Current Economic Issues or ECO 353. Managerial Economics.

   Note: An additional total of 21-27 credits (7 to 9 courses) will be required to be
                         taken in the summers prior to each year.

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/minor may not also be applied toward the fulfillment of elective requirements in another major/minor.