

**2007
MARKETING
GENERAL SEQUENCE
SUGGESTED PROGRAM**

FIRST YEAR

<u>1st Semester</u>	<u>HRS</u>		<u>2nd Semester</u>	<u>HRS</u>
MAT 120 Finite Mathematics	4		* <u>ECO 105</u> Principles of Economics	4
ENG 101 Language & Composition I	3		* <u>MAT 121</u> Applied Calculus	4
* <u>BUS 100</u> Enterprise	3		COM 110 Language & Communications	3
Inner Core: Natural Science	3		Inner Core: Natural Science	3
University Wide Elective	3		*** MS Competency	2
Total Semester Hours	<u>16</u>		Total Semester Hours	<u>16</u>

***STUDENTS MUST SHOW MS COMPETENCY BY PASSING EXAM OR COMPLETING ACC 167 & 168 OR TAKE ITK 150 or IAI BUS 902

SECOND YEAR

<u>1st Semester</u>	<u>HRS</u>		<u>2nd Semester</u>	<u>HRS</u>
* <u>ACC 131</u> Financial Accounting	3		* <u>ACC 132</u> Managerial Accounting	3
* <u>MQM 100</u> Statistical Reasoning	3		FIL 185 Legal, Ethical, Social Environ of Bus.	3
ENG 145.13 Lang. & Comp. II Writing for Bus.	3		Middle Core: US Traditions	3
Middle Core: Lang in the Hum	3		# Outer Core: Science, Math, Tech.	3
Middle Core: Indiv & Civic Life	3		# Outer Core: Social Science	3
Total Semester Hours	<u>15</u>		Total Semester Hours	<u>15</u>

THIRD YEAR

<u>1st Semester</u>	<u>HRS</u>		<u>2nd Semester</u>	<u>HRS</u>
MQM 220 Business Org. & Management	3		MQM 227 Operations Management	3
MKT 230 Intro to Marketing Management	3		MKT 231 Buyer Behavior	3
FIL 240 Business Finance	3		MKT 232 Marketing Research	3
# Outer Core: Fine Arts	3		Marketing Elective	3
# Outer Core: Humanities	3		University Wide Elective	3
Total Semester Hours	<u>15</u>		Total Semester Hours	<u>15</u>

FOURTH YEAR

<u>1st Semester</u>	<u>HRS</u>		<u>2nd Semester</u>	<u>HRS</u>
MKT 338 Strategic Mrktg Management	3		MQM 385 Organizational Strategy	3
ACC 270 Information Systems in Organizations	3		Marketing Elective	3
Marketing Elective	3		Marketing Elective	3
Marketing Elective	3		University Wide Elective	3
University Wide Elective	3		University Wide Elective	1
Total Semester Hours	<u>15</u>		Total Semester Hours	<u>13</u>

One course must have the **Global Studies** designation.

* College of Business tool courses-minimum grades of "C".

NOTES:

- 1 Students enrolling in 200-level College of Business courses must have 60 hours completed by the day classes begin.
- 2 Math placement depends on previous math background or appropriate test scores.
- 3 All courses required in the major must be completed with a 'C' or better.