

**2008/09
MARKETING
INTEGRATED MARKETING COMMUNICATION SEQUENCE
SUGGESTED PROGRAM**

FIRST YEAR

<u>1st Semester</u>	<u>HRS</u>	<u>2nd Semester</u>	<u>HRS</u>
MAT 120 Finite Mathematics	4	* ECO 105 Principles of Economics	4
ENG 101 Language & Composition I	3	* MAT 121 Applied Calculus	4
* BUS 100 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>
* ACC 131 Financial Accounting	3	* ACC 132 Managerial Accounting	3
* MQM 100 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	MKT 233 Foundations of IMC	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 Mktg Management	3	MQM 385 Organizational Strategy	3
ACC 270 Information Systems in Organizations	3	IMC Elective	3
MKT 333 Integrated Marketing Communication	3	IMC Elective	3
IMC 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.