### MARKETING
**122 Credit Hours**
**(8/2010)**

#### Fall

**FRESHMAN**
- CIS 110 Intro. to Computer Applications
- CORE 100 Liberal Arts Seminar
- CORE 115 OR 116 Oral Communication
- CORE 180 OR CORE 190 Social Sciences
- MSB 110 Intro to Financial Accounting
- First Year Experience (1 credit)

**SOPHOMORE**
- CORE 131 OR 133 (Civilizations)
- CORE 153 Principles of Economics: Macro
- CORE 280 Fundamentals of Philosophy
- MSB 210 Principles of Marketing
- MSB 250 Business Communications & Mentoring

**JUNIOR**
- CORE 250-259 (Systemic Theology)
- MSB 305 Organizational Behavior
- MSB 320 Financial Management
- MSB 330 Business Law I
- MKT Elective*

**SENIOR**
- CORE 271-279 (Natural Science II)
- MKT 450 Marketing Research
- MKT Elective*  
  Elective**  
  Elective**
- MKT Elective*

*Marketing Electives are selected from the following:
  - MKT 320 Retail Management
  - MKT 325 Public Relations
  - MKT 330 Selling Strategies
  - MKT 350 Principles of Advertising
  - MKT 360 Strategic Advertising Campaigns
  - MKT 385 Global Supply Chain Management
  - MKT 390 International Marketing

**5 Elective Courses (15 credits). Students may select any course offered/accepted by the college, including non-business courses. Marketing majors are encouraged to participate in the Experiential Learning/Internship Program and/or Study Abroad.**

**If you took CORE 180, then you must select from CORE 191-198. If you took CORE 190, then you must select from CORE 181-188.**

**CORE 287 is **NOT** the equivalent of MSB 287.**

#### Spring

- CORE 110 Effective Writing
- CORE 140-146 (Foreign Cultures/Language)
- ECON 112 Principles of Economics: Micro
- MATH 123 Finite Math or OR
- MATH 129 Analytic Geometry
- MSB 120 Intro. Management Accounting & Planning
- CORE 181-188 American Studies OR
- Core 191-198 Global Studies***
- ECON 221 Quantitative Methods for Business & Economics
- MKT 315 Consumer Behavior
- MSB 200 Principles of Management
- MSB 287 Business Ethics****
- CARP 412 Career Planning II (1 credit)
- CORE 162 – 164 (Literature)
- CORE 171-179 (Arts)
- CORE 260-269 (Moral Theology)
- CORE 270 OR CORE 270E (Natural Science I)
- MKT Elective*

**Elective**

**Elective**

**Elective**

**Elective**

September 16, 2010