

# MARKETING 4-YEAR COURSE SAMPLE

## FRESHMAN LEVEL

### SEMESTER 1

ENG 105	Expository Writing <i>(if needed)</i>	3
GEN 101	First Year Seminar	3
MAT 1XX	Math 100 level or higher	3
TEC 102	Computer Software Applications	3
BUA 101	Introduction to Business	
OR		3
FIN 205	Personal Finance	

**Credit hours 15**

### SEMESTER 2

ACC 201	Financial Accounting	3
BUA 203	Career Preparation	2
ENG 106	Argumentative and Research Writing	3
MGT 213	Principles of Management	3
TEC 200	Fundamentals Information Technology	3
	Theme course(s)	1.5

**Credit hours 15.5**

## JUNIOR LEVEL

### SEMESTER 1

BIO XXX	Science Elective	4
BUA 350	Business Law	3
FIN 301	Managerial Finance	3
MGT 311	Human Resource Management	3
	Theme course(s)	3

**Credit hours 16**

### SEMESTER 2

MGT 408	Ethical Leadership	3
PSY XXX	Psychology Elective	3
ART 2XX	Art Elective	3
MGT 321	Organizational Behavior and Communication	3
	Theme course(s)	3

**Credit hours 15**

## SOPHOMORE LEVEL

### SEMESTER 1

BUA 210	Statistical Techniques	3
ECO 201	Macroeconomics	3
MGT 301	Operations Management	3
MKT 201	Principles of Marketing	3
	Theme course(s)	3

**Credit hours 15**

### SEMESTER 2

BUA 310	International Business	3
ECO 202	Microeconomics	3
ENG XXX	English Elective	3
PHI XXX	Philosophy Elective	3
	Theme course(s)	3

**Credit hours 15**

## SENIOR LEVEL

### SEMESTER 1

TEC 403	Advanced Computers	3
FIN 400	Investments	3
MKT 397/497	Internship	0-3
MKT 322	Sales Management	3
	Theme course(s)	3

**Credit hours 15**

### SEMESTER 2

MGT 325	Supervision	3
BUA 402	Strategy and Policy	3
MKT 400	Marketing Management	3
MGT 330	Supply Chain Management	3
	Theme course(s)	3

**Credit hours 15**

- Minimum cumulative GPA of 2.0 required
- All business courses must have a C- grade or higher for graduation