

YEAR TERM									TOTAL CREDITS						
YEAR 1	FALL	BUSI 100 SCHOOL OF MANAGEMENT ORIENTATION <i>Pass/Fail grading</i>	0	MRKT 102 INTRODUCTION TO MARKETING	3	ACCT 101 ACCOUNTING I	3	MATH 125 FINITE MATHEMATICS <i>Pre-Req: Placement Exam or Math 101</i>	3		FCWR 101* FOUNDATIONS OF COLLEGE COMPOSITION <i>Pre-Req: Placement or WRIT 100</i>	3	FCIQ 101 FOUNDATIONS OF INQUIRY	3	15
	SPRING	MGMT 102 PRINCIPLES OF MANAGEMENT	3	ACCT 110 MANAGERIAL ACCOUNTING <i>Pre-Req: ACCT 101</i>	3	MATH 151 FUNDAMENTALS OF CALCULUS <i>Pre-Req: MATH 125</i>	3				FCWR 151* FOUNDATIONS OF RESEARCH WRITING <i>Pre-Req: FCWR 101</i>	3	FCSP 105 FOUNDATIONS OF SPEECH COMMUNICATION	3	15
YEAR 2	FALL	ECON 202 PRINCIPLES OF ECONOMICS I	3	LLAW 110 LEGAL ENVIRONMENT OF BUSINESS	3	QANT 201 STATISTICAL SAMPLING THEORY <i>Pre-Req: MATH 151, MATH 141, MATH 136 or MATH 170</i>	3	LIBERAL ARTS ELECTIVE	3		FCSC 101 FOUNDATIONS OF SCIENTIFIC PROCESS	3			15
	SPRING	ECON 204 PRINCIPLES OF ECONOMICS II	3	FINC 201 CORPORATION FINANCE <i>Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher</i>	3	LIBERAL ARTS ELECTIVE	3	QANT 300 PRODUCTION AND OPERATIONS MANAGEMENT <i>Pre-Req: QANT 201</i>	3		SCIENCE CHOICE	3			15
YEAR 3	FALL	MIST 315 INFORMATION SYSTEMS	3	MARKETING CONCENTRATION	3	MARKETING CONCENTRATION	3				ICBS 3XX** BEHAVIORAL SCIENCE CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i>	3	FCWR 301 COMMUNICATION FOR BUSINESS <i>Pre-Req: FCWR 151</i>	3	15
	SPRING	QANT 405 MANAGEMENT SCIENCE <i>Pre-Req: QANT 201</i>	3	MARKETING CONCENTRATION	3	BUSINESS ELECTIVE	3	LIBERAL ARTS ELECTIVE	3		ICSS 3XX** SOCIAL SCIENCE CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i>	3			15
YEAR 4	FALL	MARKETING CONCENTRATION	3	MARKETING CONCENTRATION	3	BUSINESS ELECTIVE	3	BUSI 405 BUSINESS RESEARCH & INNOVATION <i>Pre-Req: ACCT 110, FINC 201, LLAW 110 and MIST 315</i>	3		ICLT 3XX** LITERATURE CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i>	3			15
	SPRING	BUSI 435 BUSINESS POLICY & STRATEGY CAPSTONE <i>Co-Req: BUSI 405 and BUSI 495</i>	3	BUSI 495 PROFESSIONAL ENRICHMENT CAPSTONE <i>Co-Req: BUSI 435</i>	0	MARKETING CONCENTRATION	3	BUSINESS ELECTIVE	3	LIBERAL ARTS ELECTIVE	3	ICPH 3XX** PHILOSOPHY CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i>	3		15
CREDITS														120	

*Non-native English speakers should take FCWR 111 in lieu of FCWR 101 and FCWR 161 in lieu of FCWR 151. *Course names, numbers and/or pre-requisites are subject to change.* (Rev. 05/20)

Marketing Concentration Course Options (select six from the list below)	
MRKT 301 – Management of Promotion	MRKT 410 – Marketing Strategy & Policy
MRKT 330 – Marketing Distribution Systems	MRKT 422 – Management of New Product Development
MRKT 401 – Marketing Research	MRKT 405 – International Marketing