

YEAR TERM									TOTAL CREDITS
YEAR 1	FALL	<b>BUSI 100</b> SCHOOL OF MANAGEMENT ORIENTATION <i>Pass/Fail grading</i> 0	<b>MRKT 102</b> INTRODUCTION TO MARKETING 3	<b>ACCT 101</b> ACCOUNTING I 3	<b>MATH 125</b> FINITE MATHEMATICS <i>Pre-Req: Placement Exam or Math 101</i> 3		<b>FCWR 101*</b> FOUNDATIONS OF COLLEGE COMPOSITION <i>Pre-Req: Placement or WRIT 100</i> 3	<b>FCIQ 101</b> FOUNDATIONS OF INQUIRY 3	15
	SPRING	<b>MGMT 102</b> PRINCIPLES OF MANAGEMENT 3	<b>ACCT 110</b> MANAGERIAL ACCOUNTING <i>Pre-Req: ACCT 101</i> 3	<b>MATH 151</b> FUNDAMENTALS OF CALCULUS <i>Pre-Req: MATH 125</i> 3			<b>FCWR 151*</b> FOUNDATIONS OF RESEARCH WRITING <i>Pre-Req: FCWR 101</i> 3	<b>FCSP 105</b> FOUNDATIONS OF SPEECH COMMUNICATION 3	15
YEAR 2	FALL	<b>ECON 202</b> PRINCIPLES OF ECONOMICS I 3	<b>LLAW 110</b> LEGAL ENVIRONMENT OF BUSINESS 3	<b>QANT 201</b> STATISTICAL SAMPLING THEORY <i>Pre-Req: MATH 151, MATH 141, MATH 136 or MATH 170</i> 3	<b>LIBERAL ARTS ELECTIVE</b> 3		<b>FCSC 101</b> FOUNDATIONS OF SCIENTIFIC PROCESS 3		15
	SPRING	<b>ECON 204</b> PRINCIPLES OF ECONOMICS II 3	<b>FINC 201</b> CORPORATION FINANCE <i>Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher</i> 3	<b>LIBERAL ARTS ELECTIVE</b> 3	<b>QANT 300</b> PRODUCTION AND OPERATIONS MANAGEMENT <i>Pre-Req: MGMT 102 and QANT 201</i> 3		<b>SCIENCE CHOICE</b> 3		15
YEAR 3	FALL	<b>MIST 315</b> INFORMATION SYSTEMS 3	<b>MARKETING CONCENTRATION</b> 3	<b>MARKETING CONCENTRATION</b> 3			<b>ICBS 3XX</b> BEHAVIORAL SCIENCE CHOICE <i>Pre-Req: FCWR 101 and FCWR 151</i> 3	<b>FCWR 301</b> COMMUNICATION FOR BUSINESS <i>Pre-Req: FCWR 101 and FCWR 151</i> 3	15
	SPRING	<b>QANT 405</b> MANAGEMENT SCIENCE <i>Pre-Req: ECON 204, MRKT 102, and QANT 300</i> 3	<b>MARKETING CONCENTRATION</b> 3	<b>BUSINESS ELECTIVE</b> <i>Must be 200 level or higher</i> 3	<b>LIBERAL ARTS ELECTIVE**</b> 3		<b>ICSS 3XX</b> SOCIAL SCIENCE CHOICE <i>Pre-Req: FCWR 101 and FCWR 151</i> 3		15
YEAR 4	FALL	<b>MARKETING CONCENTRATION</b> 3	<b>MARKETING CONCENTRATION</b> 3	<b>BUSINESS ELECTIVE**</b> <i>Must be 200 level or higher</i> 3	<b>BUSI 405</b> BUSINESS RESEARCH & INNOVATION <i>Pre-Req: ACCT 110, FINC 201, LLAW 110 and MIST 315; Co-Req: QANT 405</i> 3		<b>ICLT 3XX</b> LITERATURE CHOICE <i>Pre-Req: FCWR 101 and FCWR 151</i> 3		15
	SPRING	<b>BUSI 435</b> BUSINESS POLICY & STRATEGY CAPSTONE <i>Co-Req: BUSI 405 and BUSI 495</i> 3	<b>BUSI 495</b> PROFESSIONAL ENRICHMENT CAPSTONE <i>Co-Req: BUSI 405</i> 0	<b>MARKETING CONCENTRATION</b> 3	<b>BUSINESS ELECTIVE**</b> <i>Must be 200 level or higher</i> 3	<b>LIBERAL ARTS ELECTIVE</b> 3	<b>ICPH 3XX</b> PHILOSOPHY CHOICE <i>Pre-Req: FCWR 101 and FCWR 151</i> 3		15
CREDITS									<b>120</b>

\*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. 04/22)

\*\*If considering BS-MBA option, in the 3<sup>rd</sup> and 4<sup>th</sup> year, choose two courses from MBA core that will satisfy the Business Electives (6 credits) and Econ-601 that will satisfy the liberal arts electives (3 credits).

Marketing Concentration Course Requirements			
<b>MRKT 301</b> – Mgmt of Promotion OR <b>MRKT 345</b> – Prof. Selling & Digital Customer Relationship Mgmt	Pre-Req: MRKT 301 – MRKT 102 MRKT 345 – MRKT 102	<b>MRKT 430</b> – Digital Marketing	Pre-Req: MRKT 102
<b>MRKT 302</b> – Principles of Marketing Research		<b>MGMT 435</b> – International Business	
<b>MRKT 422</b> – New Product Development and Marketing	Pre-Req: MRKT 102 and junior/senior status	<b>BUSI 450</b> – Business Analytics	Pre-Req: MRKT 102, FINC 201, QANT 300