

YEAR TERM		MAJOR COURSES					GENERAL EDUCATION		TOTAL CREDITS
YEAR 1	FALL	BUSI 100 0 SCHOOL OF MANAGEMENT ORIENTATION <i>Pass/Fail grading</i>	MRKT 102 3 INTRODUCTION TO MARKETING	ACCT 101 3 ACCOUNTING I	MATH 125 3 FINITE MATHEMATICS <i>Pre-Req: Requires Placement</i>	Complete a minimum of 3 Professional Enrichments or Community Impact Points	FCWR 101/111 3 FOUNDATIONS OF COLLEGE COMPOSITION <i>Pre-Req: Requires Placement</i>	LIBERAL ARTS ELECTIVE 3	15
	SPRING	MGMT 102 3 PRINCIPLES OF MANAGEMENT	ACCT 110 3 MANAGERIAL ACCOUNTING <i>Pre-Req: ACCT 101</i>	MATH 151/161 3 FUNDAMENTALS OF CALCULUS or BASIC APPLIED CALCULUS <i>Pre-Req: MATH 125</i>		Complete a minimum of 2 Professional Enrichments or Community Impact Points	FCWR 151/161 3 FOUNDATIONS OF RESEARCH WRITING <i>Pre-Req: FCWR 101/111</i>	DATA 101 3 MAKING SENSE OF A DATA-ORIENTED SOCIETY	15
YEAR 2	FALL	ECON 202 3 PRINCIPLES OF ECONOMICS I	LLAW 110 3 LEGAL ENVIRONMENT OF BUSINESS	QANT 201 3 STATISTICAL SAMPLING THEORY <i>Pre-Req: MATH 151, MATH 141, MATH 136 or MATH 170</i>		Complete a minimum of 3 Professional Enrichments or Community Impact Points	SCIENCE CHOICE 3 (Any BIOL, CHEM, or PHYS)	LIBERAL ARTS ELECTIVE 3	15
	SPRING	ECON 204 3 PRINCIPLES OF ECONOMICS II	FINC 201 3 CORPORATION FINANCE <i>Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher</i>	QANT 300 3 PRODUCTION AND OPERATIONS MANAGEMENT <i>Pre-Req: MGMT 102 & QANT 201</i>		Complete a minimum of 2 Professional Enrichments or Community Impact Points	SCIENCE CHOICE 3 (Any BIOL, CHEM, or PHYS)	LIBERAL ARTS ELECTIVE 3	15
YEAR 3***	FALL	MIST 216 3 INFORMATION SYSTEMS	MRKT 301 3 PROMOTIONAL STRATEGY <i>Pre-Req: MRKT 102</i>	MGMT 235 3 INTERNATIONAL BUSINESS		Complete a minimum of 3 Professional Enrichments or Community Impact Points	ICXX 3XX* 3 SEMINAR CHOICE (ICBS, ICLT, ICPH, or ICSS) <i>Pre-Req: FCWR 151/161</i>	FCWR 301 3 COMMUNICATION FOR BUSINESS <i>Pre-Req: FCWR 151/161</i>	15
	SPRING	QANT 405 3 MANAGEMENT SCIENCE <i>Pre-Req: ECON 204, MRKT 102, & QANT 300</i>	MRKT 302 3 DEVELOPING CONSUMER INSIGHTS THROUGH MARKETING RESEARCH <i>Pre-Req: MRKT 102 & QANT 201</i>	MARKETING CONCENTRATION CHOICE 3		Complete a minimum of 2 Professional Enrichments or Community Impact Points	ICXX 3XX* 3 SEMINAR CHOICE (ICBS, ICLT, ICPH, or ICSS) <i>Pre-Req: FCWR 151/161</i>	LIBERAL ARTS ELECTIVE** 3	15
YEAR 4***	FALL	BUSI 450 3 BUSINESS ANALYTICS <i>Pre-Req: MRKT 102, FINC 201, & QANT 300</i>	MARKETING CONCENTRATION CHOICE 3	BUSINESS ELECTIVE** 3 <i>Must be 200 level or higher</i>	INTERNSHIP PRACTICUM 3	Complete a minimum of 3 Professional Enrichments or Community Impact Points	ICXX 3XX* 3 SEMINAR CHOICE (ICBS, ICLT, ICPH, or ICSS) <i>Pre-Req: FCWR 151/161</i>		15
	SPRING	BUSI 435 3 BUSINESS POLICY & STRATEGY CAPSTONE <i>Co-Req: BUSI 405 and BUSI 495</i>	BUSI 495 0 CAREER BUILDING PLATFORM <i>Co-Req: BUSI 405</i>	MARKETING CONCENTRATION CHOICE 3	BUSINESS ELECTIVE** 3 <i>Must be 200 level or higher</i>	Complete a minimum of 2 Professional Enrichments or Community Impact Points	ICXX 3XX* 3 SEMINAR CHOICE (ICBS, ICLT, ICPH, or ICSS) <i>Pre-Req: FCWR 151/161</i>	LIBERAL ARTS ELECTIVE** 3	15
CREDITS									120

*Of the four required ICXX seminar courses (ICBS, ICLT, ICPH, ICSS), at least three must be in different subject areas. (Rev. 6/23)
 **If considering BS-MBA option, in the 3rd and 4th 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).
 ***Complete 1 Experiential Education point in either your junior or senior year. View the [School of Management Newsletter](#) for more information about the Career Building Platform (CBP).

Marketing Concentration Choices (Select 3)			
MRKT 345 – Prof. Selling & Digital Customer Relationship Management	Pre-Req: MRKT 102	MRKT 422 – New Product Development and Marketing	Pre-Req: MRKT 102 and junior/senior status
MRKT 405 – International Marketing	Pre-Req: MRKT 102	MRKT 430 – Digital Marketing	Pre-Req: MRKT 102
MRKT 421 – Marketing Analytics	Pre-Req: MRKT 102 Co-Req: QANT 201		