

### Typical Study Plan for a Full-time Student in Marketing

Fall 1			Spring 1		
ACC 203	Financial Accounting	3 cr	ACC 204	Managerial Accounting	3 cr
MGT201	Intro to Management	3 cr	MKT201	Intro to Marketing	3 cr
ECO201	Microeconomics	3 cr	ECO202	Macroeconomics	3 cr
	Liberal Art Core	3 cr	BUS299	Civic Engagement	0 cr
	Liberal Art Elective	3 cr		Liberal Art Elective	3 cr
				Free Elective	3 cr
				Liberal Art Core	1 cr
<b>15 cr</b>			<b>16 cr</b>		
Fall 2			Spring 2		
FIN 301	Managerial Finance	3 cr	BUS213	Business Law & Ethics	3 cr
ITM 211	Information Technology Management I	3 cr	QBA201	Managerial Statistics	3 cr
MKT304	Consumer Behavior	3 cr	MKT311	International Marketing	3 cr
	Liberal Art Core	3 cr		Liberal Art Elective	3 cr
	Liberal Art Elective	3 cr		Liberal Art Core	3 cr
<b>15 cr</b>			<b>15 cr</b>		
Fall 3			Spring 3		
MKT421	Marketing Research	3 cr	MGT420	Strategic Planning and Policy Formation	3 cr
	Emphasis Elective I	3 cr	MKT498	Marketing Strategy	3 cr
OPM301	Operations and Production Management	3 cr		Emphasis Elective III	3 cr
	Liberal Art Elective	3 cr		Free Elective	3 cr
	Emphasis Elective II	3 cr		Liberal Art Core	1 cr
	Free Elective	1 cr		Liberal Art Core	1 cr
				Liberal Art Core	1 cr
<b>16 cr</b>			<b>15 cr</b>		

**Notes:**

- Liberal Arts Core is 13 credits
- Liberal Arts Electives are 21 credits