

Recommended Study Plan Marketing – As of Fall 2021

Year One

Fall (15 credits)		
ACC203	Financial Accounting	3 cr.
MKT201	Introduction to Marketing	3 cr.
ECO201	Microeconomics	3 cr.
	Free Elective	3 cr.
	LAS Elective	3 cr.

Spring (16 credits)		
ACC204	Managerial Accounting	3 cr.
MGT201	Intro to Management	3 cr.
ECO202	Macroeconomics	3 cr.
BUS299	Civic Engagement (0 cr.)	0 cr.
	Emphasis Elective I	3 cr.
	LAS Elective	3 cr.
	Free Elective	1 cr.

Year Two

Fall (15 credits)		
FIN301	Managerial Finance	3 cr.
ITM211	Information Technology Management I	3 cr.
MKT304	Consumer Behavior	3 cr.
	LAS Core Requirement	3 cr.
	LAS Elective	3 cr.

Spring (15 credits)		
BUS213	Business Law & Ethics	3 cr.
QBA201	Managerial Statistics	3 cr.
MKT312	Digital Marketing	3 cr.
	LAS Core Requirement	3 cr.
	LAS Elective	3 cr.

Year Three

Fall (16 credits)		
MKT421	Marketing Research	3 cr.
OPM301	Operation & Production Management	3 cr.
	Emphasis Elective II	3 cr.
	Emphasis Elective III	3 cr.
	LAS Elective	3 cr.
	Free Elective	1 cr.

Spring (15 credits)		
MGT420	Strategic Planning & Policy Formation	3 cr.
MKT498	Marketing Strategy	3 cr.
	Emphasis Elective IV	3 cr.
	LAS Elective	3 cr.
	Free Elective	3 cr.

NB: Emphasis Electives: Choose any 12 credits of the following courses:

BLOCK A: Choose a minimum 6 credits of Marketing Elective courses: MKT302, MKT305, MKT310, MKT311, MKT323, MKT325, MKT327, MKT329, MKT330, MKT331, MKT333, MKT335, MKT337, and MKT488.

Note: MKT488 can be taken more than once for credit when topics differ.

BLOCK B: Choose a maximum of 6 credits Business Elective courses from the below list:

- **Soft Skills** (Maximum 3 credits): MGT236, MGT336, MGT338, MGT436 and MGT438.
- **Vertically Integrated Projects** (Maximum 3 credits): VIP201, VIP301, VIP401.
- **Other Business Elective courses:** BDA211, BDA398C (Business Modeling with Excel), QBA301, HOM307 (Hospitality Marketing).