

Recommended Study Plan Marketing – As of Fall 2025

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.

EMPHASIS ELECTIVES: Choose any 12 credits of the following courses:

BLOCK A: Choose a minimum 6 credits of Marketing Elective courses:

MKT302, MKT305, MKT 307, MKT310, MKT311, MKT 313, MKT 315, MKT321, MKT323, MKT 324, MKT325, MKT 326, MKT327, MKT328, MKT329, MKT330, MKT331, MKT332, MKT333, MKT334, MKT335, MKT336, MKT337, MKT338, MKT339 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.