

Recommended Study Plan as of Fall 2026

B.S. in Business — Marketing

Year One

Fall	15 cr.
MKT201 Contemporary Marketing	3
ACC203 Financial Accounting	3
ECO201 Microeconomics	3
LAS Core Requirement	3
LAS Elective	3

Spring	15 cr.
MGT201 Foundations of Management & Entrepreneurship	3
ECO202 Macroeconomics	3
LAS Core Requirement	3
LAS Elective	3
FREE Elective	3

Year Two

Fall	16 cr.
QBA201 Statistics for Business Insights	3
ITM211 Information Systems and AI for Business	3
MGT338 Negotiation Workshop	1
MKT304 Consumer Behavior	3
Business Elective I (Block A or B — see Elective Menu)	3
LAS Elective	3

Spring	15 cr.
BUS213 Business Law & Ethics	3
OPM301 Operations & Production Management	3
BUS299 Civic and SDG Engagement	0
MKT312 Digital Marketing	3
Business Elective II (Block A or B — see Elective Menu)	3
LAS Elective	3

Summer

Summer (after Year Two)	1 cr.
MKT399 Marketing Internship / Practicum <i>New Core requirement (min. 120 hrs.); Prerequisite: BUS299</i>	1

Year Three

Fall	15 cr.
FIN301 Managerial Finance	3
MGT438 Leadership Workshop	1
MKT421 Marketing Research	3
Business Elective III (Block A or B — see Elective Menu)	3
LAS Elective	3
Free Elective	2

Spring	15 cr.
MGT420 Strategic Planning & Policy Formulation	3
MKT498 Marketing Strategy	3
Business Elective IV (Block A or B — see Elective Menu)	3
LAS Elective	3
FREE Elective	3