

Marketing Major

Freshman Year Fall Semester			
Course	#	Name	Credits
ENGL	1503	English Comp I	3
BLIT	1103	Discovering the Old Testament	3
MGMT	1803	Introduction to Business	3
MATH	1223	College Algebra	3
HIST	1203	US History to 1877	3
FRST	1101	Freshman Seminar	1
SEMESTER TOTAL:			16

Freshman Year Spring Semester			
Course	#	Name	Credits
ENGL	1703	English Comp II	3
BLIT	1203	Discovering the New Testament	3
MGMT	2603	Computer Apps in Business	3
GNSC		Any General Science course	3
FNAR	1103	Introduction to Fine Arts	3
		Physical Activity	2
SEMESTER TOTAL:			17

Sophomore Year Fall Semester			
Course	#	Name	Credits
THEO	2003	Christian Beliefs	3
PSYC		General Psych (1103) or Lifespan (2513)	3
COMM	1303	Public Speaking	3
		Elective	3
MKTG	2303	Principles of Marketing	3
MGMT	3032	Current Topics in Business Technology	2
SEMESTER TOTAL:			17

Sophomore Year Spring Semester			
Course	#	Name	Credits
ENGL		Any Literature course	3
ECON	2703	Microeconomics	3
MKTG	3503	Consumer Behavior	3
MGMT	2303	Principles of Management	3
MGMT	3022	Database Apps in Business	2
MKTG	2003	Sales and Sales Management	3
SEMESTER TOTAL:			17 hr

Junior Year Fall Semester			
Course	#	Name	Credits
MGMT	2104	Business Communication	4
GRAP	2203	Introduction to Digital Media	3
ACCT	2803	Principles of Accounting I	3
MGMT	3103	Business Law I	3
		Elective	3
SEMESTER TOTAL:			16

Junior Year Spring Semester			
Course	#	Name	Credits
MGMT	3503	Business Ethics	3
GRAP	2303	Typography and Page Design	3
		Elective	2
COMM	3803	Introduction to Public Relations	3
MKTG	4203	Retail Management	3
SEMESTER TOTAL:			14

Senior Year Fall Semester			
Course	#	Name	Credits
		Elective/Upper Division	3
MGMT	3903	Business Statistics	3
MKTG	3703	Promotion Management	3
MGMT	4803	Strategic Management	3
		Elective	3
SEMESTER TOTAL:			15

Senior Year Spring Semester			
Course	#	Name	Credits
		Elective	3
MKTG	4803	Marketing Research	3
MKTG	4883	Marketing Internship	3
MGMT	4613	International Business	3
GRAP	2503	Web Interface Design	3
SEMESTER TOTAL:			15

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