**Catalog Year 2017-2018 Sample 4-Year Schedule**  
**BS in Marketing** 

<table>
<thead>
<tr>
<th>First Year</th>
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<tbody>
<tr>
<td><strong>Semester 1 – Fall</strong></td>
<td><strong>Credits</strong></td>
<td><strong>Semester 2 – Spring</strong></td>
<td><strong>Credits</strong></td>
</tr>
<tr>
<td>ENGH 101 Composition (or 100)</td>
<td>3 (or 4)</td>
<td>COMM 100/101 Oral Communication</td>
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<tr>
<td>ECON 103 Microeconomics</td>
<td>3</td>
<td>BUS 103 Professional Skills I</td>
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<tr>
<td>Fine Arts</td>
<td>3</td>
<td>MATH 108 Calculus</td>
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<tr>
<td>BUS 100 Business and Society</td>
<td>3</td>
<td>Laboratory Science</td>
<td>4</td>
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<tr>
<td>General Elective</td>
<td>3</td>
<td>ECON 104 Macroeconomics</td>
<td>3</td>
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<tr>
<td>(Math 008 self-paced tutorial if needed)</td>
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<tr>
<td>Semester Credits:</td>
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<td>Semester Credits:</td>
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<td>Cumulative Credits:</td>
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<th>Second Year</th>
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<tr>
<td><strong>Semester 3 – Fall</strong></td>
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<tr>
<td>Laboratory Science</td>
<td>4</td>
<td>BULE 303 Legal Environment of Business</td>
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<tr>
<td>BUS 210 Business Analytics I</td>
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<td>HIST 100 or 125 Western Civilization</td>
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<td>Literature</td>
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<td>MKTG 303 Principles of Marketing</td>
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<tr>
<td>BUS 200 Global Environment of Business</td>
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<td>BUS 310 Business Analytics II</td>
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<tr>
<td>ACCT 203 Survey of Accounting</td>
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<td>General Elective</td>
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<td><strong>Semester 5 – Fall</strong></td>
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<tr>
<td>MKTG 312 Consumer Behavior</td>
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<td>MGMT 303 Principles of Management</td>
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<td>ACCT 303 Accounting for Decision Making</td>
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<td>BUS 303 Professional Skills II</td>
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<td>MIS 303 Management Info Systems</td>
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<td>OM 303 Operations Management</td>
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<td>ENGH 302 (Business section recommended)</td>
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<td>MKTG 351 Marketing Research</td>
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<td>MKTG Elective</td>
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<tr>
<td><strong>Semester 7 – Fall</strong></td>
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<td><strong>Semester 8 – Spring</strong></td>
<td><strong>Credits</strong></td>
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<tr>
<td>FNAN 303 Financial Management</td>
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<td>BUS 498 Business Capstone</td>
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<tr>
<td>MKTG Elective</td>
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<td>MKTG 471 Marketing Management</td>
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*Updated 6/2017*
Marketing Electives:

MKTG 311  Sales Management
MKTG 313  Integrated Marketing Communications
MKTG 315  Internet Marketing
MKTG 332  Retailing & E-Commerce Management
MKTG 333  Business to Business Marketing
MKTG 352  Marketing Analytics for New Product Development
MKTG 353  New Product Development
MKTG 407  International Marketing
MKTG 455  Ethnic & Multicultural Marketing
MKTG 462  Honors Seminar in Marketing
MKTG 481  Marketing in the Nonprofit Sector
MKTG 491  Seminar in Marketing
MKTG 499  Independent Study
BUS 492  Internship