

**MANAGEMENT
CONCENTRATION IN MARKETING (MKT)**

Fall 2017

Freshman Fall Semester			Freshman Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
MGMT 191	University Seminar I ¹	1	MGMT 192	University Seminar II ¹	1
XXX-XXX	Restricted Elective *	3	XXX-XXX	Restricted Elective *	3
MVSC 101	Lifetime Fitness & Wellness ¹	2	XXX-XXX	Natural Science	3
ENGL 101	English Comp I ¹	3	ENGL 102	English Comp II ¹	3
MIS 105	Microcomputer Applications	3	ECON 201	Principles of Macroeconomics	3
MGMT 100	Intro to Business	3	PSYC 201	Intro to General Psychology	3
	Total Credits	15		Total Credits	16
Sophomore Fall Semester			Sophomore Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
ECON 208	Introductory Statistics	3	ENGL 200	Speech ¹	3
ACCT 204	Principles of Accounting I	3	ACCT 205	Principles of Accounting II	3
MTSC 225	Calculus for Business ¹	3	MKT 300	Principles of Marketing	3
ECON 202	Principles of Microeconomics	3	ECON 308	Statistical Analysis II	3
PHIL 101	Critical Thinking	3	MGMT 300	Principles of Management	3
	Total Credits	15		Total Credits	15
Junior Fall Semester			Junior Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
BANL 300	Intro to Analytics	3	GLOB 395	Global Societies ¹	3
MKT 315	Buyer Behavior	3	HRM 320	Personnel/HR Management	3
MGMT 201	Managerial Communications*	3	ACCT 302	Business Law I	3
FIN 300	Managerial Finance	3	MGMT 306	Operations Management	3
MGMT 305	Management Info Systems	3	MKT 407	Promotional Strategy	3
	Total Credits	15		Total Credits	15
Senior Fall Semester			Senior Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
MGMT 325	Organizational Behavior	3	MGMT 445	Strategic Management***	3
MGMT 440	International Management	3	ENGL XXX	World or African American Literature I or II	3
MKT 412	Supply Chain Management	3	MKT 423	Marketing Management	3
XXX XXX	Arts & Humanities Elective #	3	MKT XXX	Marketing Elective	3
MKT 415	Marketing Research	3	HIST XXX	World or African American History	3
	Total Credits	15		Total Credits	15

¹ **Must receive a Grade of 'C' or better in: All COB courses (MGMT, MIS, HRM, HTM, ACCT, ECON, FIN), core Gen. Ed. courses, and Math (MTSC) courses**

See catalog for acceptable electives, Must have one African American and one Multicultural Experience course to meet General Education requirements.

* Students have to receive permission of Department Chairperson and may have to take College Algebra (MTSC 121) and/or Finite (MTSC 125) in place of Restricted Elective, if unable to place directly into MTSC 225; otherwise, Restricted Elective will be used to satisfy General Education requirements during freshman year.

** Writing Intensive Course(s)

*** Senior Capstone