

**COLLEGE OF BUSINESS | DEPARTMENT OF BUSINESS ADMINISTRATION**  
**CONCENTRATION: MARKETING (MKT)**  
**Fall 2016**

Freshman Fall Semester			Freshman Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
MGMT 191	University Seminar I <sup>1</sup>	1	MGMT 192	University Seminar II <sup>1</sup>	1
MTSC 121	College Algebra <sup>^</sup>	3	MTSC 125	Finite Math <sup>^</sup>	3
MVSC 101	Lifetime Fitness & Wellness <sup>1</sup>	2	MIS 105	Microcomputer Applications	3
ENGL 101	English Comp I <sup>1</sup>	3	ENGL 102	English Comp II <sup>1</sup>	3
XXX-XXX	Natural Science Elective	3	XXX-XXX	Foreign Language I	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
XXX-XXX	Foreign Language II	3	PHIL 101 OR XXX-XXX	Critical Thinking or Foreign Language III	3
ACCT 204	Principles of Accounting I	3	ACCT 205	Principles of Accounting II	3
MTSC 225	Calculus for Business <sup>^</sup>	3	ECON 202	Princ of Microeconomics	3
ECON 201	Princ of Macroeconomics	3	ECON 208	Introductory Statistics	3
MGMT 300	Principles of Management	3	ENGL 201 or ENGL 205	World Literature I or African American Literature I	3
	Total Credits	15		Total Credits	15
Junior Fall Semester			Junior Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
ENGL 200	Speech <sup>1</sup>	3	GLST 395	Global Societies <sup>1</sup>	3
MKT 300	Principles of Marketing	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 315	Buyer Behavior	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	MKT 420	International Management	3
MKT 412	Supply Chain Management	3	MKT 423	Marketing Management	3
MKT 407	Promotional Strategy	3	MKT XXX	Marketing Elective	3
MKT 415	Marketing Research	3	HIST 203 or HIST 204	History Elective	3
	Total Credits	15		Total Credits	15

Must receive a Grade of 'C' or better in:  
 All COB courses (MGMT, MIS, HRM, HTM, ACCT, ECON, FIN),  
 core Gen. Ed.<sup>1</sup> courses, and Math<sup>^</sup> courses  
 \*\* Senior Capstone  
 \* Writing Intensive Course(s)

<b>Total Credits: 121</b>
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