

**Major: Management
Concentration: Marketing
(MKT)
Fall 2025**



Department of Business Administration

Freshman Fall Semester			Freshman Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
UNIV-191	University Seminar I ¹	1	MTSC-125	Finite Math/Restricted Elect* [*]	3
MTSC-121	College Alg./Restricted Elect* [*]	3	ECON-201	Principles of Macroeconomics	3
ENGL-101	English Comp I ¹	3	ENGL-102	English Comp II ¹	3
PSYC-201	Intro to General Psychology	3	MIS-105	Microcomputer Applications	3
MGMT-100	Introduction to Business	3	PHIL-101	Critical Thinking	3
XXX-XXX	Natural Science Elective [#]	3			
	Total Credits	16		Total Credits	15
Sophomore Fall Semester			Sophomore Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
ECON-208	Introductory Statistics	3	ACCT-205	Principles of Accounting II	3
ACCT-204	Principles of Accounting I	3	MKT-300	Principles of Marketing	3
MGMT-201	Managerial Communications**	3	ECON-308	Statistical Analysis II	3
ECON-202	Principles of Microeconomics	3	MGMT-300	Principles of Management	3
ENGL-123	Rhetoric & Speech ¹	3	UNIV 291	Braven Ldshp & Career Accel ^{##}	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
FIN-300	Managerial Finance	3	ACCT-302	Business Law I	3
MIS-305	Management Info Systems	3	MKT-407	Promotional Strategy	3
MTSC-225	Calculus for Business ¹	3	MGMT-306	Operations Management	3
	Total Credits	15		Total Credits	15
Senior Fall Semester			Senior Spring Semester		
Course	Course Name	Cr	Course	Course Name	Cr
XXX-XXX	Arts & Humanities Elective [#]	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-426	Marketing Management	3
MGMT-325	Organizational Behavior	3	MKT-XXX	Marketing Elective	3
MKT-415	Marketing Research	3	HIST-XXX	World or African American History I or II	3
	Total Credits	15		Total Credits	15

Total Credits: 121

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.

UNIV 290 Path to Prof Success (alternative class for students who do not meet UNIV 291 requirements)

* Students must receive permission of Department Chairperson and may have to take College Algebra (MTSC 121) and/or Finite Math (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