**Marketing, B.S.**

**\*Suggested Guided Pathway**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Fall Year 1 |  |  | Spring Year 1 |  |
| Course and Title | Credits |  | Course and Title | Credits |
| ECO 110 - Microeconomics (or ECO 111) | 3 |  | ECO 111 - Macroeconomics (or ECO 110) | 3 |
| BUS 203 - Business Ethics in a Global Society | 3 |  | MIS 275 - Business Applications & Info Systems | 3 |
| ENG 101 - College Writing II (or ENG 100) | 3-4 |  | MAT 102 - Pre-calculus or Calculus | 3-5 |
| Arts/Humanities or other Gen Ed | 3 |  | Gen Ed (or ENG 101) | 3 |
| Social Science or other Gen Ed | 3 |  | US Civ/Western Civ or other Gen Ed | 3 |
| LIB 200 - Critical Research Skills | 1 |  |  |  |
| Total Semester Credits | 15 min |  | Total Semester Credits | 15 min |
|  |  |  |  |  |
| Fall Year 2 |  |  | Spring Year 2 |  |
| Course and Title | Credits |  | Course and Title | Credits |
| ACC 201 - Intro to Financial Accounting | 3 |  | ACC 202 - Intro to Managerial Accounting | 3 |
| MGM 280 - Principles of Management | 3 |  | ECO 260 - Business Statistics I | 3 |
| Calculus (or elective if already taken) | 3-5 |  | MKE 290 - Principles of Marketing | 3 |
| World Sys/Language or other Gen Ed |  |  | Gen Ed | 3 |
| Natural Science or other Gen Ed | 3-4 |  | Gen Ed or Elective | 3 |
|  |  |  |  |  |
| Total Semester Credits | 15 min |  | Total Semester Credits | 15 |
|  |  |  |  |  |
| Fall Year 3 |  |  | Spring Year 3 |  |
| Course and Title | Credits |  | Course and Title | Credits |
| ACC 351 - Legal Environment of Business | 3 |  | MKE 326 - International Marketing | 3 |
| ECO 362 - Business Statistics II | 3 |  | MGM 350 - Intro Math Modeling in Business | 3 |
| FIN 355 - Principles of Finance | 3 |  | MKE 321 or MKE 322 | 3 |
| MKE 335 - Marketing Research | 3 |  | Global Issues Gen Ed | 3 |
| SBE Elective Upper Level | 3 |  | Liberal Arts Elective | 3 |
|  |  |  |  |  |
| Total Semester Credits | 15 |  | Total Semester Credits | 15 |
|  |  |  |  |  |
| Fall Year 4 |  |  | Spring Year  |  |
| Course and Title | Credits |  | Course and Title | Credits |
| MKE 480 - Marketing Strategy (AWR) | 3 |  | MGM 490 - Strategic Management | 3 |
| Marketing Restricted Elective #1 | 3 |  | Marketing Restricted Elective #3 | 3 |
| Marketing Restricted Elective #2 | 3 |  | Elective | 3 |
| Liberal Arts Elective | 3 |  | Elective | 3 |
| Elective | 3 |  | Elective | 3 |
|  |  |  | BUS 489 - Business Exit Exam | 0 |
| Total Semester Credits | 15 |  | Total Semester Credits | 15 |

**Total Minimum Credits 120**

\* This represents an example of a suggested 4-year program pathway. Please consult DegreeWorks and your Advisor for your specific curriculum plan. Program pathways may change based on course availability.