



## 4-Year Academic Plan: Marketing

The following is a **sample** outline demonstrating 4-year completion of this bachelor's degree. Each student's reality will vary slightly, as this plan does not include transfer work, Advanced Placement (AP), or concurrent enrollment credits. Math and English placement will be based on the student's ACT/SAT scores. **PLEASE NOTE:** The following plan assumes students are prepared to take the Math course listed. If prerequisites are required, additional semesters may be required to complete degree.

While every effort has been made to align this sample with departmental offerings and recommendations, **this is a GUIDE ONLY.** Please meet with your academic advisor and consult DegreeWorks for specifics.

<p><b>1<sup>st</sup> Year Fall (15 credits)</b>  MATH 1010 Intermediate Algebra (5)  ENGL 1010 Intro to Academic Writing (3)  American Institutions Course (3)  Fine Arts Knowledge Area (3)  BA 1000 (1)</p>	<p><b>1<sup>st</sup> Year Spring (15 credits)</b>  MATH 1050 College Algebra* (4)  ENGL 2010 Intermediate Writing (3)  Physical Science Knowledge Area (3)  LM 1010 Information Literacy (1)  EDGE 1010 EDGE Program Introduction (1)  Humanities Knowledge Area (3)</p>
<p><b>2<sup>nd</sup> Year Fall (15 credits)</b>  MATH 1040 Statistics* (4)  CSIS 1000 Intro to Computers (3)  ACCT 2010 Accounting Principles (3)  ECON 2010 Principles of Microeconomics (3)  Elective (2)</p>	<p><b>2<sup>nd</sup> Year Spring (15 credits)</b>  ECON 2500 Quant. Methods for Bus. &amp; Econ. (3)  FIN 3250 Managerial Finance (3)  ACCT 2020 Managerial Accounting (3)  ECON 2020 Principles of Macroeconomics (3)  CSIS 2010 Computer Applications** (3)</p>
<p><b>3<sup>rd</sup> Year Fall (15 credits)</b>  Life Science Knowledge Area (3)  ECON 3010 Managerial Economics (3)  ENGL 2040 Professional Business Writing** (3)  MGMT 3180 Management &amp; Organizations (3)  MKTG 3010 Marketing Principles (3)</p>	<p><b>3<sup>rd</sup> Year Spring (15 credits)</b>  MKTG 3030 Buyer Behavior (3)  MGMT 4200 Business, Government, &amp; Ethics (3)  MKTG 3930 Integrated Mktg. and Comm. (IMC) (3)  EDGE 30XX EDGE Project Proposal (1)  Elective (5)</p>
<p><b>4<sup>th</sup> Year Fall (16 credits)</b>  ACCT 3350 Business Law I (3)  4100 Market Research &amp; Strategy (3)  MKTG Elective*** (3)  MGMT 3100 Operations Management (3)  EDGE 40XX EDGE Program Completion (1)  Elective (3)</p>	<p><b>4<sup>th</sup> Year Spring (15 credits)</b>  MKTG 4950 Marketing Management (3)  MKTG Elective*** (3)  MKTG Related Elective*** (3)  MGMT 4950 Strategic Management (3)  Elective (3)</p>

Color Key:

- General Education Courses (green)
- Major-required courses that also fulfill GE requirement (purple)
- Major Courses (black)
- Electives/minor/etc. (red)
- EDGE Program Courses (orange)

Other Notes:

- (\*) course may be taken earlier
- (\*\*) other option available—see catalog
- (\*\*\*) see catalog for available options
- Students electing to complete the Bachelor of Arts will take 16 hours of one foreign language (not included here)