



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>1st Year Fall (15 credits) MATH 1050 College Algebra (4) Fine Arts (3) American Institutions (3) BA 1000 Intro to Business Careers (1) Humanities (3) Free Elective (1)</p>	<p>1st Year Spring (15 credits) MATH 1040 Statistics(4) IS 2410 Spreadsheet Applications (3) ACCT 2010 Accounting Principles (3) ENGL 1010 Intro to Academic Writing (3) Free Elective (2)</p>
<p>2nd Year Fall (15 credits) ECON 2500 Quantitative Methods (3) ECON 2010 Principles of Microeconomics (3) Life Science (3) ENGL 2010 Intermediate Writing (3) INFO 1010 Information Literacy (1) Free Elective (2)</p>	<p>2nd Year Spring (15 credits) FIN 3250 Managerial Finance(3) ACCT 2020 Managerial Accounting (3) ECON 2020 Principles of Macroeconomics(3) Physical Science (3) Free Elective (3)</p>
<p>3rd Year Fall (15 credits) MGMT 3180 Management and Organizations(3) ENGL 2040* Writing in Prof. Contexts (3) MKTG 3010 Marketing Principles (3) Free Elective 6)</p>	<p>3rd Year Spring (15 credits) MKTG 3930 Integrated Mktg. Communication (3) MKTG 3030 Buyer Behavior (3) MGMT 3100 Operations Management (3) Marketing Core Elective** (3) Free Elective (3)</p>
<p>4th Year Fall (15 credits) MKTG 4100 Market Research and Strategy (3) ACCT 3350 Business Law (3) ECON 3010 Managerial Economics (3) Free Elective (6)</p>	<p>4th Year Spring (15 credits) MGMT 4950 Strategic Management (3) MKTG 4950 Marketing Management (3) Marketing Core Elective** (3) UD Business Elective** (3) BA 4999 Assurance of Learning (0) Free Elective (3)</p>

Color Key

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

Other Notes

- (*) other option available - see catalog
- (**) see catalog for list of options
- Students electing to complete the Bachelor of Arts will take 16 hours of one foreign Language (not included here).