

		<h2 style="text-align: center;">4-Year Academic Plan: Marketing</h2>	
<p>The following is a <b>sample</b> outline demonstrating 4-year completion of this baccalaureate degree. Each student's reality will vary slightly, as this plan does not</p>			
<p>include transfer work, Advanced Placement (AP), or concurrent enrollment credits. Math and English placements are based on the student's ACT/SAT scores. <b>PLEASE NOTE:</b> The following plan assumes students are prepared to take the course listed. If prerequisites are required, additional semesters may be required to complete degree.</p>			
<p><i>While every effort has been made to align this sample with departmental offerings and recommendations, <b>this is a GUIDE ONLY.</b> Please meet with your academic advisor and consult DegreeWorks for specifics</i></p>			
<b>1<sup>st</sup> Year Fall (15 credits)</b>		<b>1<sup>st</sup> Year Spring (15 credits)</b>	
MATH 1050 College Algebra (4)		MATH 1040 Statistics(4)	
Fine Arts (3)		IS 2410 Spreadsheet Applications (3)	
American Institutions (3)		ACCT 2010 Accounting Principles (3)	
BA 1000 Intro to Business Careers (1)		ENGL 1010 Intro to Academic Writing (3)	
Humanities (3)		Free Elective (2)	
Free Elective (1)			
<b>2<sup>nd</sup> Year Fall (15 credits)</b>		<b>2<sup>nd</sup> Year Spring (15 credits)</b>	
ECON 2500 Quantitative Methods (3)		FIN 3250 Managerial Finance(3)	
ECON 2010 Principles of Microeconomics (3)		ACCT 2020 Managerial Accounting (3)	
Life Science (3)		ECON 2020 Principles of Macroeconomics(3)	
ENGL 2010 Intermediate Writing (3)		Physical Science (3)	
INFO 1010 Information Literacy (1)		Free Elective (3)	
Free Elective (2)			
<b>3<sup>rd</sup> Year Fall (15 credits)</b>		<b>3<sup>rd</sup> Year Spring (15 credits)</b>	
MGMT 3180 Management and Organizations(3)		MKTG 3930 Integrated Mktg. Communication (3)	
ENGL 2040* Writing in Prof. Contexts (3)		MKTG 3030 Buyer Behavior (3)	
MKTG 3010 Marketing Principles (3)		MGMT 3100 Operations Management (3)	
Free Elective 6)		Marketing Core Elective** (3)	
		Free Elective (3)	
<b>4<sup>th</sup> Year Fall (15 credits)</b>		<b>4<sup>th</sup> Year Spring (15 credits)</b>	
MKTG 4100 Market Research and Strategy (3)		MGMT 4950 Strategic Management (3)	
ACCT 3350 Business Law (3)		MKTG 4950 Marketing Management (3)	
ECON 3010 Managerial Economics (3)		Marketing Core Elective** (3)	
Free Elective (6)		UD Business Elective** (3)	
		BA 4999 Assurance of Learning (0)	
		Free Elective (3)	
<b>Color Key</b>		<b>Other Notes</b>	
General Education Courses (green)		➤ (*) other option available - see catalog	
Major required courses that also fulfill GE requirements (purple)		➤ (**) see catalog for list of options	
Major Courses (black)		➤ Students electing to complete the Bachelor's degree will take 16 hours of one foreign Language	
Electives/minor/etc. (red)			


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