

Recommended Course Sequence
Bachelor of Science in Business Administration – Marketing (Starting Fall 2013 or After)

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
BUAD 000 Business Primer (0 Credit, Incoming Freshmen Only)	ECON 220 Principles of Microeconomics	ACCT 215 Principles of Accounting I	ACCT 220 Principles of Accounting II (ACCT 215)	MGMT 300 Principles of Management (ACCT 220, CSCI 104, ECON 220)	BUAD 001 Career Prep. Seminar (Junior Standing, 0 Credit, Required for Graduation)	BUAD 475 Business Decision Making (Business Foundation, Two Upper-Level Business Courses, Senior Standing)	MKTG 475 Marketing Analysis & Planning (FIN 300, MGMT 300, QUAN 340 & 2 MKTG Courses 310 or Higher, Spring Only)
BUAD 160 Business in Society (PHIL 240 Co-requisite)	ENGL 102 Writing and Research Skills (ENGL 101)	BUAD 260 Business Law I (ACCT 220 or ECON 220)	QUAN 340 Statistics for Bus. & Econ. (CSCI 104, MATH 260)	MKTG 300 Principles of Marketing (ACCT 220, CSCI 104, ECON 220)	BUAD 320 Information Resource Mgmt. (MGMT 300, CSCI 104)	MKTG 320 Advertising & Promotion (ACCT 220, ECON 220, MKTG 300, Fall Only)	Upper-Level Required Related Business Course (Various)
CSCI 104 Essentials of Computing	General Education Core Class	ECON 225 Principles of Macroeconomics	ENGL 370 Business English (ENGL 102)	FIN 300 Principles of Finance (ACCT 220, CSCI 104, ECON 220, MATH 150)	MKTG 340 Consumer Behavior (ACCT220, ECON220, MKTG300 Spring Only)	MKTG 410 Marketing Research (ACCT 220, ECON 220, MKTG 300, QUAN 340, Fall Only)	Upper-Level Required Related Business Course (Various)
ENGL 101 College Writing Skills (Placement Test)	General Education Core Class	MATH 260 Elements of Statistics (MATH 105 or Higher)	General Education Core Class	Free Elective	Upper-Level Marketing Course (MKTG 300 or Other)	Upper-Level Marketing Course (MKTG 300 or Other)	Free Elective
MATH 150 Applied Math/Business (Placement Test)	General Education Core Class	General Education Core Class	General Education Core Class	Free Elective	Upper-Level Required Related Business Course (Various)	Free Elective	Free Elective
PHIL 240 Intro. to Moral Issues	<div style="border: 1px solid black; padding: 5px;"> The student must declare a concentration before scheduling for the 5th semester. Requirements: 36 earned credits; a 2.25 overall GPA; and completion of at least 3 major courses with a 2.25 GPA. </div>				Free Elective		

General Education Requirements
 Business Requisites
 Free Elective
 Business Foundation Requirements
 Marketing Major