






Recommended Course Sequence
Bachelor of Science in Business Administration – Marketing (0492)

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 Course Only)
BUAD 160 Business in Society (PHIL 240 Co-requisite)	Free Elective	ECON 225 Principles of Macroeconomics	BUAD 260 Business Law I (ACCT 220 or ECON 220)	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, MKTG 300, ECON 220, Fall Course Only)	Upper-Level Marketing Course (MKTG 310 or Other)
CSCI 104 Essentials of Computing	ENGL 102 Writing and Research Skills (ENGL 101)	MATH 260 Elements of Statistics (MATH 105 or Higher)	QUAN 340 Statistics for Bus. & Econ. (CSCI 104, MATH 260)	FIN 300 Principles of Finance (ACCT 220, CSCI 104, ECON 220, MATH 150)	Upper-Level Required Related Business Course (Various)	MKTG 360 Channels of Distribution (ACCT 220, MKTG 300, ECON 220, Fall Course Only)	Free Elective
ENGL 101 College Writing Skills (Placement Test)	General Education Core Class	ENGL 370 Business English (ENGL 102)	General Education Core Class	General Education Core Class	Upper-Level Required Related Business Course (Various)	Upper-Level Required Related Business Course (Various)	Free Elective
MATH 150 Applied Math/Business (Placement Test)	General Education Core Class	One General Education Core Class	General Education Core Class	Free Elective	Upper-Level Marketing Course (MKTG 310 or Other)	Free Elective	Free Elective
PHIL 240 Intro. to Moral Issues	The student must declare a concentration before scheduling for the 5 th semester. Requirements: 36 earned credits; a 2.25 overall GPA; and completion of at least 3 major courses with a 2.25 GPA.				Free Elective		

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