

**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
<b>BUAD 000</b> Business Primer (0 Credit, Incoming Freshmen Only)	<b>ECON 220</b> Principles of Microeconomics	<b>ACCT 215</b> Principles of Accounting I	<b>ACCT 220</b> Principles of Accounting II (ACCT 215)	<b>MGMT 300</b> Principles of Management (ACCT 220, CSCI 104, ECON 220)	<b>BUAD 001</b> Career Prep. Seminar (Junior Standing, 0 Credit, Required for Graduation)	<b>BUAD 475</b> Business Decision Making (Business Foundation, Two Upper-Level Business Courses, Senior Standing)	<b>MKTG 475</b> Marketing Analysis & Planning (FIN 300, MGMT 300, QUAN 340 & 2 MKTG Courses 310 or Higher, Spring Course Only)
<b>PHIL 260</b> Business Ethics	<b>Free Elective</b>	<b>ECON 225</b> Principles of Macroeconomics	<b>BUAD 260</b> Business Law I (ACCT 220 or ECON 220)	<b>MKTG 300</b> Principles of Marketing (ACCT 220, CSCI 104, ECON 220)	<b>BUAD 320</b> Information Resource Mgmt. (MGMT 300, CSCI 104)	<b>MKTG 320</b> Advertising & Promotion (ACCT 220, MKTG 300, ECON 220, Fall Course Only)	<b>Upper-Level Marketing Course</b> (MKTG 310 or Other)
<b>CSCI 104</b> Essentials of Computing	<b>ENGL 102</b> Writing and Research Skills (ENGL 101)	<b>MATH 260</b> Elements of Statistics (MATH 105 or Higher)	<b>QUAN 340</b> Statistics for Bus. & Econ. (CSCI 104, MATH 260)	<b>FIN 300</b> Principles of Finance (ACCT 220, CSCI 104, ECON 220, MATH 150)	<b>Upper-Level Required Related Business Course</b> (Various)	<b>MKTG 360</b> Channels of Distribution (ACCT 220, MKTG 300, ECON 220, Fall Course Only)	<b>Free Elective</b>
<b>ENGL 101</b> College Writing Skills (Placement Test)	<b>General Education Core Class</b>	<b>General Education Distribution -1</b>	<b>General Education Core Class</b>	<b>General Education Core Class</b>	<b>Upper-Level Required Related Business Course</b> (Various)	<b>Upper-Level Required Related Business Course</b> (Various)	<b>Free Elective</b>
<b>MATH 105</b> College Algebra	<b>General Education Core Class</b>	<b>One General Education Core Class</b>	<b>General Education Core Class</b>	<b>Free Elective</b>	<b>Upper-Level Marketing Course</b> (MKTG 310 or Other)	<b>Free Elective</b>	<b>Free Elective</b>
<b>General Education Core Class</b>					<b>Free Elective</b>		

General Education Requirements
  Business Requisites
  Free Elective

Business Foundation Requirements
  Marketing Major