

## B.S. BUSA: Marketing

2011

### FRESHMAN YEAR

<i>Fall Semester:</i>	<b>Hrs</b>	<i>Spring Semester:</i>	<b>Hrs</b>
<b>ENGL 1010</b>	3	<b>ENGL 1020</b>	3
<b>MATH 1130</b>	3	MATH 1830	3
Fine Art	3	Humanities or 2nd Fine Arts	3
Cultures & Civilizations I	3	MGT 1000	3
Elective Outside of Business	3	Cultures & Civilizations II	3
Elective Outside of Business	1	Elective Outside of Business	1
	<u>16</u>		<u>16</u>

### SOPHOMORE YEAR

<i>Fall Semester:</i>	<b>Hrs</b>	<i>Spring Semester:</i>	<b>Hrs</b>
Natural Science With Lab	4	Natural Science Non Lab	3
PSY 1010 or SOC 1510	3	THSP 1090	3
<b>MGT 2110</b>	3	MGT 2120	3
<b>ACC 2010</b>	3	ACC 2020	3
ECON 1010	3	ECON 1020	3
	<u>16</u>		<u>15</u>

### JUNIOR YEAR

<i>Fall Semester:</i>	<b>Hrs</b>	<i>Spring Semester:</i>	<b>Hrs</b>
BUS 3350	3	MGT 3110	3
MGT 3150	3	Elective Outside of Business	3
FIN 3020	3	MKT 3610 or 3620	3
<b>MKT 3130</b>	3	MKT 3650	3
MGT 3100	3	Concentration Elective	3
	<u>15</u>		<u>15</u>

### SENIOR YEAR

<i>Fall Semester:</i>	<b>Hrs</b>	<i>Spring Semester:</i>	<b>Hrs</b>
MGT 3600	3	MGT 4400	3
MKT 4500	3	MGT 4410	1
Concentration Elective	3	MKT 4610	3
Concentration Elective	3	Concentration Elective	3
Elective 3000/4000	2	Concentration Elective	3
	<u>14</u>		<u>13</u>

**A "C" OR BETTER IS REQUIRED FOR COURSES IN BOLD.**

\*\*\*Concentration Electives: 15 hours chosen from MKT 3180, 3610 or 3620, 3640, 4150 (Fall Only), 4170 (On Demand), 4300, 4310, 4420 (Fall only), 4490; BUS 3900r (repeatable course, max. of 3 hours used for concentration); ETR 3400, 4300, 4490

Students must meet all current prerequisites, regardless of catalog year.