

# B.S. BUSA: Marketing

2015

## 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	<b>MATH 1830</b>	3
FA/H: Visual & Perform. Arts	3	FA/H: Literature	3
FA/H: Historical Understanding	3	<b>MGT 1000</b>	3
Non-Western Culture	3	FA/H: Thought, Values & Beliefs	3
1 hr Elective	1		
	<u>16</u>		<u>15</u>

## SOPHOMORE YEAR

<i>Fall Semester:</i>	<b>Hrs</b>	<i>Spring Semester:</i>	<b>Hrs</b>
Natural Science Non Lab	3	Natural Science With Lab	4
PSY 1010 or SOC 1510	3	THSP 1090	3
<b>MGT 2110</b>	3	<b>MGT 2120</b>	3
<b>ACC 2010</b>	3	<b>ACC 2020</b>	3
<b>ECON 1010</b>	3	<b>ECON 1020</b>	3
	<u>15</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		4 3
FIN 3020	3	MKT 3610 or 3620	3
<b>MKT 3130</b>	3	MKT 3650	3
MGT 3100 OR ENGL 2880	3	Concentration Elective	3
MGT 3410 or 4410	1		
	<u>16</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	MKT 4610	3
MGT4380/MKT3180/FIN4120			
or MGT 4950r	3	Concentration Elective	3
Concentration Elective	3	Concentration Elective	3
Concentration Elective	3		
	<u>15</u>		<u>12</u>

Please refer to the 2015-2016 catalog for a list of approved concentration electives.

**CONCENTRATION ELECTIVES:** MKT 3180, 3610, 3620, 3640, 3900r, 4150, 4170, 4300, 4310, 4420, 4490; BUS3900r; ETR 3400, 3900r, 4300, 4490; MGT3400

Either 3610 or 3620 is required. The course not chosen to meet this requirement may be taken as an elective.

\*Only 3 credit hours in BUS 3900r or ETR 3900r or MKT 3900r may be used to satisfy concentration requirements.

Either MGT4380 or MKT 3180 or FIN 4120 is required. Students who chose to take FIN 4120 or MGT 4380 to meet this requirement may take MKT 3180 as an elective.