



Marketing Major Program Guide for Degree in 3

Rohrer College of Business

Year 1 Fall	
Course	Credits
COMP 01111 College Comp I	3
*MATH 01124 Reasoning with Functions (if necessary)	4
MKT 09101 Marketing & the Business Environment	3
BUS 01100 How to Succeed in Business School (RS)	2
Artistic Literacy (ARTL)	3
ECON 04101 Macroeconomics (HUML)	3
Total Credits:	18

B.S. in Marketing

Year 1 Spring	
Course	Credits
COMP 01112 College Comp II	3
*MATH 03125 Calculus T&A (QNTL)	3
*MKT 09200 Principles of Marketing	3
ECON 04102 Microeconomics	3
General Education Computer Science course	3
Free elective credits	3
Total Credits:	18

Year 1 Summer	
Course	Credits
Free elective credit	3
Free elective credit	3
Total Credits:	6

Program Benchmark: Completion of 42 credits minimum by end of Year 1 Summer with 2.75+ cumulative GPA

Year 2 Fall	
Course	Credits
CMS 04205 or 04206 Public Speaking or Digital Presentations	3
*STAT 02260 Statistics I	3
ACC 03210 Principles of Accounting I	3
MGT 98242 Legal Environment of Business	3
MIS 02234 Management Info Systems	3
Broad-Based Literature (LIT)	3
Total Credits:	18

Year 2 Spring	
Course	Credits
ACC 03211 Principles of Accounting II	3
MGT 06300 Organizational Behavior	3
MKT 09376 Consumer Behavior	3
MKT 300+ level elective	3
Scientific Literacy (SCIL)	4
BUS 01488 Career Planning & Development	2
Total Credits:	18

Year 2 Summer	
Course	Credits
MKT 09411 Supervised Internship in MKT	3
MGT 06305 Operations Management	3
Total Credits:	6

Program Benchmark: Completion of 84 credits minimum by end of Year 1 Summer with 2.75+ cumulative GPA

Year 3 Fall	
Course	Credits
FIN 04300 Principles of Finance	3
MKT 09384 Marketing Research Methods (WI)	3
MKT 09379 International Marketing (GLBL)	3
MKT 300+ level elective	3
MKT 300+ level elective	3
Free elective credit	3
Total Credits:	18

Year 3 Spring	
Course	Credits
MGT 06402 Business Policy	3
MKT 09388 Advanced Marketing Research Methods	3
MKT 09403 Strategic Marketing Management	3
MKT 300+ level elective	3
Free elective credit	3
Free elective credit	3
Total Credits:	18
OVERALL CREDIT COUNT	120

Have you accounted for:

Core & Experience Requirements?

Non-Program Courses?

Total Minimum Credits?

Major Requirements?

(Optional) Second Major Requirements?

(Optional) Minor/CUGS Requirements?

(Optional) Honors Requirements?

*indicates mandatory minimum grade of C-