



# MARKETING

Recommended three-year degree path

| Courses   | Term<br>Credit Hours | Cumulative<br>Credit Hours |
|---|----------------------|----------------------------|
| <b>Fall One</b>   |                      |                            |
| EI101 First Year Business Experience                          | 3                    |                            |
| LE260/4 Business Ethics                                       | 3                    |                            |
| MS100 Business Applications                                   | 2                    |                            |
| ORG215 Business Speech  | 2                    |                            |
| FYS101, First Year Seminar                                    | 3                    |                            |
| MA125 Business Calculus                                       | 3                    |                            |
| LSB101 Professional and Career Development 1                  | 0                    |                            |
| Total   | 16                   | 16                         |
| <b>Spring One</b>   |                      |                            |
| FYS102, First Year Seminar                                    | 3                    |                            |
| AC203 Introduction to Accounting I                            | 3                    |                            |
| EC231 Principles of Microeconomics                            | 3                    |                            |
| LE263 Legal Environment of Business                           | 3                    |                            |
| TI (Texts & Ideas) or PCA (Perspectives in the Creative Arts) | 3                    |                            |
| PWB (Physical Well-Being)                                     | 1                    |                            |
| LSB102 Professional and Career Development 2                  | 0                    |                            |
| Total   | 16                   | 32                         |
| <b>Summer One</b>   |                      |                            |
| AC204 Introduction to Accounting II                           | 3                    |                            |
| MS264 Statistics  | 3                    |                            |
| MS265 Information Technology                                  | 3                    |                            |
| GHS 1 (Global & Historical Studies)                           | 3                    |                            |
| Total   | 12                   | 44                         |



| <b>Fall Two</b>   |           |           |
|---|-----------|-----------|
| MK380 Introduction to Marketing                               | 3         |           |
| EC232 Principles of Macroeconomics                            | 3         |           |
| FN340 Corporate Finance                                       | 3         |           |
| NW (Natural World)  | 5         |           |
| TI (Texts & Ideas) or PCA (Perspectives in the Creative Arts) | 3         |           |
| LSB201 Professional and Career Development 3                  | 0         |           |
| <b>Total</b>  | <b>17</b> | <b>61</b> |
|   |           |           |
| <b>Spring Two</b>   |           |           |
| MK384/5 Marketing Analytics/Marketing Research                | 3         |           |
| MK Elective   | 3         |           |
| EI201 Real Business Experience                                | 3         |           |
| LE365 Business Law  | 3         |           |
| LAS Elective 1  | 3         |           |
| University Elective 1   | 3         |           |
| LSB202 Professional and Career Development 4                  | 0         |           |
| <b>Total</b>  | <b>18</b> | <b>79</b> |
|   |           |           |
| <b>Summer Two</b>   |           |           |
| GHS 2 (Global & Historical Studies)                           | 3         |           |
| LSB401 Internship I   | 3         |           |
| University Elective 2   | 3         |           |
| <b>Total</b>  | <b>9</b>  | <b>88</b> |
|   |           |           |
| <b>Fall Three</b>   |           |           |
| MK Elective   | 3         |           |
| MG360 Organizational Behavior                                 | 3         |           |
| MS350 Operations Management                                   | 3         |           |
| MS365 Information Technology II                               | 3         |           |



|  |    |     |
|--|----|-----|
| University Elective 3                        | 3  |     |
| LAS Elective 2                               | 3  |     |
| LSB301 Professional and Career Development 5 | 0  |     |
| Total  | 18 | 106 |
| <b>Spring Three</b>                          |    |     |
| MK480 Marketing Strategy                     | 3  |     |
| MG490 Strategic Capstone                     | 3  |     |
| LSB402 Internship I                          | 3  |     |
| University Elective 4                        | 3  |     |
| University Elective 5                        | 3  |     |
| LSB302 Professional and Career Development 6 | 1  |     |
| Total  | 16 | 122 |

**Notes:**

- This is a general guide. Some classes may be moved up or back with no negative impact to progress.
- Any credits the student brings from the high school experience (AP or IB test credits or dual credits, for example) may be used to lighten the load in a particular semester or reduce the number of summer credits required.
- MA106 Calculus may be substituted for MA125 Business Calculus.
- If math placement results require the student to enroll in MA101 Algebra prior to MA125, MA101 will be an LAS elective. Changes can be made to keep the student on track overall. MA125 should be completed no later than Spring One.
- The shorter schedule can make it more difficult to double major in business disciplines or add a minor, but it might be done with careful planning.
- The University Elective in Summer Two might be used for a short-term study abroad program.