

MARKETING (4 Year)

(2009 – 2010)

Name: _____

Date: _____

Liberal Studies (36)

- _____ First-Year Seminar (2)
- _____ Social Science (met in major with BCOR 111) (0)
- _____ LENG Literature Series* (3)
- _____ LENG 111 College Composition (3)
- _____ LENG 112 Critical Analysis & Comp (3)
- _____ LFIN Fine Arts Series* (3)
- _____ LHST 111 History of the West & World (3)
- _____ LPHI Philosophy II Series* (3)
- _____ LPHI 131 Introduction to Philosophy (3)
- _____ LS Natural Science* (3)
- _____ LTHE Theology II Series* (3)
- _____ LTHE/LPHI Theology/Philosophy III Series* (3)
- _____ Leadership Seminar (1)
- _____ LTHE 121 Sacred Scripture (3)
- _____ MATH Mathematics (met in major with MATH 114) (0)
- _____ SPCH 111 Speech (met in major) (0)

Senior Year:

- _____ LBST 383 Senior Seminar (met in major with BCOR 480) (0)

* Please consult semester schedule/catalog for approved courses.

Free Electives (15)

- _____ (3)
- _____ (3)
- _____ (3)
- _____ (3)
- _____ (3)

Business Core (45)

- _____ BCOR 111 Principles of Microeconomics (3)
- _____ BCOR 112 Principles of Macroeconomic (3)
- _____ BCOR 201 Financial Accounting (3)
- _____ BCOR 202 Managerial Accounting (3)
- _____ BCOR 203 Legal Environment of Business (3)
- _____ BCOR 221 Business Statistics (3)
- _____ BCOR 231 Bus & Prof Communications (3)
- _____ BCOR 241 Principles of Marketing (3)
- _____ BCOR 251 Principles of Management (3)
- _____ BCOR 306 Global Business (3)
- _____ BCOR 311 Financial Management I (3)
- _____ BCOR 450 Experiential Learning (3)
- _____ BCOR 480 Business Policy** (3)
- _____ CIS 150 Business Technology I (3)
- _____ MATH 114 Algebra for Business Students (3)

Marketing Core (27)

- _____ MGMT 316 Organizational Behavior (3)
- _____ MKTG 300 Consumer Behavior (3)
- _____ MKTG 320 Professional Selling and Sales Management (3)
- _____ MKTG 340 Fundamentals of Advertising (3)
- _____ MKTG 410 Marketing Research (3)
- _____ MKTG 450 Marketing Management (3)
- _____ PSYC 111 Introduction to Psychology (3)
- _____ SOCI 110 Sociology (3)
- _____ SPCH 111 Speech (3)

Marketing Electives (6)***

- _____ (3)
- _____ (3)

Total Credits ~~~~~ 129

**Fulfills LBST 383, Senior Seminar

***See your advisor for suggested sequences of electives.