

NAME: _____

ID: _____

MARKETING

2009-2010

Business Tool Courses (18)

Accounting (6) *Choose path a or b or c:*

- a. ACC 2430 Integrated Accounting Principles (6)
- b. ACC 2440 Integrated Acc I (3) & ACC 2450 Integrated Acc II (3)
- c. ACC 2410 Acc Principles I (3) & ACC 2420 Acc Principles II (3)*

ECO 2210 Principles of Macroeconomics (3)

ECO 2220 Principles of Microeconomics (3)

MGT 2410 Business Law I (3)

MGT 3120 Management Communication (3)

Business Core Courses (22)

FIN 3210 Business Finance (3)

ISM 3100 Managing Information Systems in Business (3)

MGT 1110 The Business Experience (1) [Freshman only]

MGT 3110 Principles of Management (3)

MKT 3210 Principles of Marketing (3)

MGT 3230 Business Ethics (3)

MGT 3300 International Business (3)

MGT 4960 Strategic Management (3)

Marketing (18)

MKT 4020 Advertising Principles (3)

MKT 4440 Market Research (3)

MKT 4750 Strategic Marketing Management (3)

Choose nine hours from the following:

MKT 3220 Personal Selling (3)

MKT 3230 Services Marketing (3)

MGT 3250 Event Management (3)

MKT 3320 Consumer Behavior (3)

MKT 3330 Sports Marketing (3)

MKT/MBU 3620 Marketing of Commercial Music (3)

MKT 4310 International Marketing (3)

MKT 4320 Retail Management (3)

MKT 4450 Special Topics in Marketing (3)

ISM 3620 Business Data Management & Analysis (3)

MGT 3000 Internship in Marketing (3) *must be approved by advisor*

General Electives (12-17) - Any business or non-business course

1.

2.

3.

4.

5.

Total hours required: 128 semester hours of University work numbered 1000 level or above

**This path is only an option for students transferring ACC 2410, Accounting Principles I.*