

B.S. in Business Administration, Concentration in Marketing
Sample Four Year Plan

Fall Semester	Spring Semester
First Year	
FYS 101L First Year Seminar	ENGL 120L Writing for College
BUS 100L Introduction to Management (<i>PP Req</i>)	ACCT 203N Financial Accounting
ECON 103L Principles of Microeconomics (<i>SS Core</i>)	ECON 104L Principles of Macroeconomics*
MATH 115L/130L Calculus/Statistics (<i>Math Core</i>)	MATH 115L/130L Calculus/Statistics
Breadth Requirement (<i>Philosophy Core</i>)	Breadth Requirement (<i>Art Core</i>)
Credits: 16	Credits: 15
Second Year	
ACCT 204N Managerial Accounting*	BUS 382N Legal Foundation of Business
BUS 340N Marketing Principles*	BUS 202L Business and Society
<i>Free Elective/minor</i>	<i>Core/Overflow Distribution Elective</i>
Pathway Requirement 1	Pathway Requirement 2
Breadth Requirement (<i>History Core</i>)	<i>Free Elective/minor</i>
Credits: 15	Credits: 15
Third Year	
BUS 310L/CMPT 300L* Data Modeling (<i>Tech Req</i>)	BUS 320N Financial Management*
Bus 302N Organizational Behavior*	BUS 442N International Marketing* (<i>Con 2</i>)
BUS 441N Marketing Research* (<i>Con 1</i>)	Breadth Requirement (<i>Lit Core</i>)
Pathway Requirement 3	Pathway Requirement 4
<i>Free Elective/minor</i>	<i>Free Elective/minor</i>
Credits: 15	Credits: 15
Fourth Year	
BUS 450N Marketing Policies & Problems* (<i>Con 3</i>)	BUS 477N Management Strategy and Policy*
Breadth Requirement (<i>Nat Science Core</i>)	Breadth Requirement (<i>Religion/Ethics Core</i>)
BUS 388N Operations Management*	Concentration Elective 1* (<i>Con 4</i>)
<i>Free Elective/minor</i>	<i>Free Elective/minor</i>
<i>Free Elective/minor</i>	<i>Free Elective/minor</i>
Credits: 15	Credits: 15
Total Credits: 120, Minimum Liberal Arts: 60, Concentration: 12	

Black – Freshmen Requirements

Green – Breadth/Distribution Core

Purple – Pathway

Blue – Major

Red – Concentration

Italics – Free Electives/minor

* This course has pre/co requisite restrictions