

Marketing

FRESHMAN YEAR

Fall Semester		15 Credits
BSAD 2030	Principals of Management.....	3
ECON 1100	Principals of Macroeconomics (PL).....	3
ENGL 1100	Writing (W).....	3
FYE 1020	FYE Sem: Adventures in Business (R and IL).....	3
Math 1800	Business Statistics (QR) (Math).....	3

Spring Semester		15 Credits
BSAD 1700	Introduction to Computer Information Systems..	3
BSAD 2040	Fundamentals of Marketing.....	3
ECON 1200	Principles of Microeconomics.....	3
ENGL 1200	Writing II (W and IL).....	3
SPCH 1000	Introduction to Speech Communications (WS)...	3

JUNIOR YEAR

Fall Semester		15 Credits
BSAD 3310	Consumer Behavior.....	3
BSAD 3400	Basic Finance.....	3
	AIA Gen Ed Elective (AIA).....	3
	Personal Wellness (PW).....	3
	Free Elective.....	3

Spring Semester		15 Credits
BSAD 3320	Market Research.....	3
BSAD 4300	Sales Management.....	3
BSAD 4330	International Marketing.....	3
	Scientific Inq. and Analysis Gen Ed Elective (SI) ..	3
	Free Elective.....	3

SOPHMORE YEAR

Fall Semester		15 Credits
BSAD 2010	Introduction to Financial Reporting.....	3
BSAD 3500	Business Law I (ER).....	3
	Civic Learning Gen Ed Elective (CV).....	3
	Fine Arts Exp. and Analysis Gen Ed Elective (FA) ..	3
	Free Elective.....	3

Spring Semester		15 Credits
BSAD 2020	Introduction to Managerial Accounting.....	3
BSAD 4500	Business Law II.....	3
	Historical Inq. and Analysis Gen Ed Elective (HI) ..	3
	Literary Inq. and Analysis Gen Ed Elective (LI).....	3
	Free Elective.....	3

SENIOR YEAR

Fall Semester		15 Credits
BSAD 3330	Advertising.....	3
BSAD 4230	Business Fluctuations and Forecasting (AIA).....	3
BSAD 4880	International Business Management (DP).....	3
	AIA Inter. High Impact Pract. Gen Ed Elct. (IHIP) ..	3
	Free Elective.....	3

Spring Semester		15 Credits
BSAD 4340	Developing Marketing Strategies.....	3
BSAD 4890	Business Policy and Strategy.....	3
BSAD #####	BSAD Free Elective.....	3
	Free Elective.....	3
	Free Elective.....	3

General Education: Foundation

3 credits Reading and Information Literacy (R and IL): First Year Experience
 3 credits Writing (W): Writing I
 3 credits Writing and Information Literacy (W and IL): Writing II
 3 credits Quantitative Reasoning (QR) (MATH)
 3 credits World Languages, Speaking and Listening (WS)

General Education: Exploration

3 credits Civic Learning (CV)
 3 credits Diverse Perspectives (DP)
 3 credits Ethical Reasoning (ER)
 3 credits Fine Arts Expression and Analysis (FA)
 3 credits Historical Inquiry and Analysis (HI)
 3 credits Literary Inquiry and Analysis (LI)
 3 credits Personal Wellness (PW)
 3 credits Procedural and Logical Thinking (PL)
 3 credits Scientific Inquiry and Analysis (SI)

General Education: Integration

9 credits AIA (3 of which must be Integrative High Impact Practice - IHIP)
 OR
 Minor (professional majors completing a minor or second major must include at least 9 credits in LA&S disciplines for that minor)

General Education: MAJ

There may be major courses that have been approved to fulfill up to 3 General Education requirements (at least 9 credits). Varies by major and concentration.

Suggested 4-year plan of study. Completion of 120 credits required for graduation.