

YEAR TERM									TOTAL CREDITS
YEAR 1	FALL	BUSI 100 SCHOOL OF MANAGEMENT ORIENTATION Pass/Fail grading 0	MRKT 102 INTRODUCTION TO MARKETING 3	ACCT 101 ACCOUNTING I 3	MATH 125 FINITE MATHEMATICS Pre-Req: Placement Exam or Math 101 3		FCWR 101* FOUNDATIONS OF COLLEGE COMPOSITION Pre-Req: Placement or WRIT 100 3	FCIQ 101 FOUNDATIONS OF INQUIRY 3	15
	SPRING	MGMT 102 PRINCIPLES OF MANAGEMENT 3	ACCT 110 MANAGERIAL ACCOUNTING Pre-Req: ACCT 101 3	MATH 151 FUNDAMENTALS OF CALCULUS Pre-Req: MATH 125 3			FCWR 151* FOUNDATIONS OF RESEARCH WRITING Pre-Req: FCWR 101 3	FCSP 105 FOUNDATIONS OF SPEECH COMMUNICATION 3	15
YEAR 2	FALL	ECON 202 PRINCIPLES OF ECONOMICS I 3	LLAW 110 LEGAL ENVIRONMENT OF BUSINESS 3	QANT 201 STATISTICAL SAMPLING THEORY Pre-Req: MATH 151, MATH 141, TMAT 155, or MATH 170 3	LIBERAL ARTS ELECTIVE 3		FCSC 101 FOUNDATIONS OF SCIENTIFIC PROCESS 3		15
	SPRING	ECON 204 PRINCIPLES OF ECONOMICS II 3	FINC 201 CORPORATION FINANCE Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher 3	LIBERAL ARTS ELECTIVE 3	QANT 300 PRODUCTION AND OPERATIONS MANAGEMENT Pre-Req: MGMT 102 and QANT 201 3		SCIENCE CHOICE 3		15
YEAR 3	FALL	MIST 315 INFORMATION SYSTEMS 3	MARKETING CONCENTRATION 3	MARKETING CONCENTRATION 3			ICBS 3XX** BEHAVIORAL SCIENCE CHOICE Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101 3	FCWR 301 COMMUNICATION FOR BUSINESS Pre-Req: FCWR 151 3	15
	SPRING	QANT 405 MANAGEMENT SCIENCE Pre-Req: ECON 204, MRKT 102, and QANT 300 3	MARKETING CONCENTRATION 3	BUSINESS ELECTIVE 3	LIBERAL ARTS ELECTIVE 3		ICSS 3XX** SOCIAL SCIENCE CHOICE Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101 3		15
YEAR 4	FALL	MARKETING CONCENTRATION 3	MARKETING CONCENTRATION 3	BUSINESS ELECTIVE 3	BUSI 405 BUSINESS RESEARCH & INNOVATION Pre-Req: ACCT 110, FINC 201, LLAW 110 and MIST 315; Co-Req: QANT 405 3		ICLT 3XX** LITERATURE CHOICE Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101 3		15
	SPRING	BUSI 435 BUSINESS POLICY & STRATEGY CAPSTONE Co-Req: BUSI 405 and BUSI 495 3	BUSI 495 PROFESSIONAL ENRICHMENT CAPSTONE Co-Req: BUSI 405 0	MARKETING CONCENTRATION 3	BUSINESS ELECTIVE 3	LIBERAL ARTS ELECTIVE 3	ICPH 3XX** PHILOSOPHY CHOICE Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101 3		15
CREDITS									120

*Non-native English speakers should take FCWR 111 in lieu of FCWR 101 and FCWR 161 in lieu of FCWR 151. Course names, numbers and/or pre-requisites are subject to change. (Rev. 05/19)

Marketing Concentration Course Options (select six from the list below)	
MRKT 301 – Management of Promotion	MRKT 345 – Sales Management
MRKT 330 – Marketing Distribution Systems	MRKT 422– Management of New Product Development
MRKT 401 – Marketing Research	MRKT 405 – International Marketing
MRKT 410 – Marketing Strategy & Policy	