

SCHOOL OF MANAGEMENT

**BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION
WITH CONCENTRATION IN MARKETING**

ADMITTED IN 2020-2021 ACADEMIC YEAR

YEAR TERM										TOTAL CREDITS
YEAR 1	FALL	BUSI 100 0 SCHOOL OF MANAGEMENT ORIENTATION Pass/Fail grading	MRKT 102 3 INTRODUCTION TO MARKETING	ACCT 101 3 ACCOUNTING I	MATH 125 3 FINITE MATHEMATICS Pre-Req: Placement Exam or Math 101		FCWR 101* 3 FOUNDATIONS OF COLLEGE COMPOSITION Pre-Req: Placement or WRIT 100	FCIQ 101 3 FOUNDATIONS OF INQUIRY	LIBERAL ARTS ELECTIVE 3	18
	SPRING	MGMT 102 3 PRINCIPLES OF MANAGEMENT	ACCT 110 3 MANAGERIAL ACCOUNTING Pre-Req: ACCT 101	MATH 151 3 FUNDAMENTALS OF CALCULUS Pre-Req: MATH 125			FCWR 151* 3 FOUNDATIONS OF RESEARCH WRITING Pre-Req: FCWR 101	FCSP 105 3 FOUNDATIONS OF SPEECH COMMUNICATION	LIBERAL ARTS ELECTIVE 3	18
	SUMMER						ICBS 3XX** 3 BEHAVIORAL SCIENCE CHOICE	ICPH 3XX** 3 PHILOSOPHY CHOICE		6

YEAR 2	FALL	ECON 202 3 PRINCIPLES OF ECONOMICS I	LLAW 110 3 LEGAL ENVIRONMENT OF BUSINESS	QANT 201 3 STATISTICAL SAMPLING THEORY Pre-Req: MATH 151, MATH 141, MATH 136, or MATH 170	MARKETING CONCENTRATION COURSE 3		FCSC 101 3 FOUNDATIONS OF SCIENTIFIC PROCESS		LIBERAL ARTS ELECTIVE 3	18
	SPRING	ECON 204 3 PRINCIPLES OF ECONOMICS II	FINC 201 3 CORPORATION FINANCE Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher	QANT 300 3 PRODUCTION AND OPERATIONS MANAGEMENT Pre-Req: QANT 201	MARKETING CONCENTRATION COURSE 3		SCIENCE CHOICE 3		LIBERAL ARTS ELECTIVE 3	18
	SUMMER				BUSINESS ELECTIVE 3		ICLT 3XX** 3 LITERATURE CHOICE			6

YEAR 3	FALL	MIST 315 3 INFORMATION SYSTEMS	MARKETING CONCENTRATION COURSE 3	MARKETING CONCENTRATION COURSE 3	BUSINESS ELECTIVE 3	BUSI 405 3 BUSINESS RESEARCH & INNOVATION Pre-Req: ACCT 110, FINC 201, LLAW 110 and MIST 315	FCWR 301 3 COMMUNICATION FOR BUSINESS Pre-Req: FCWR 151			18
	SPRING	QANT 405 3 MANAGEMENT SCIENCE Pre-Req: QANT 201	MARKETING CONCENTRATION COURSE 3	MARKETING CONCENTRATION COURSE 3	BUSINESS ELECTIVE 3	BUSI 435 3 BUSINESS POLICY & STRATEGY CAPSTONE Co-Req: BUSI 405 and BUSI 495	BUSI 495 0 PROFESSIONAL ENRICHMENT CAPSTONE Co-Req: BUSI 435 Pass/Fail grading	ICSS 3XX** 3 SOCIAL SCIENCE CHOICE		18

CREDITS **120**

*Non-native English speakers should take FCWR 111 in lieu of FCWR 101 and FCWR 161 in lieu of FCWR 151.

(Rev. 05/20)

**Pre-Req: FCWR 101, FCWR 151, FCIQ 101, FCSP 105, FCSC 101

Course names, numbers and/or pre-requisites are subject to change.

Marketing Concentration Courses	
MRKT 301 – Management of Promotion	MRKT 410 – Marketing Strategy & Policy
MRKT 330 – Marketing Distribution Systems	MRKT 422 – Management of New Product Development
MRKT 401 – Marketing Research	MRKT 405 – International Marketing