

Marketing Major			
Recommended Course Schedule Class of 2012		(Courses in BOLD are Prerequisites and must be taken in advance)	
Freshman - First Semester		Freshman - Second Semester	
DWC 101 Dev. of Western Civ.	5	DWC 102 Dev. of Western Civ.	5
ECN 101 Princ. Econ. Micro	3	ECN 102 Princ. Econ. Macro	3
MKT 205 Principles of Marketing	3	NonDepartmental Elective	3
NonDepartmental Elective	3	MTH 108 Math Business Analysis II	3
Sophomore - First Semester		Sophomore - Second Semester	
DWC 201 Dev. of Western Civ.	5	DWC 202 Dev. of Western Civ.	5
MKT 335 Buyer Behavior (MKT 205)	3	ACC 204 Managerial Accounting (ACC 203)	3
ACC 203 Financial Accounting	3	MGT 201 Statistical Analysis (MTH 108)	3
NSC Natural Science Core - Group I	3	NSC Natural Science Core - Group II	3
ACC 110 Computer Applications in Business (1 credit)	1	ACC 111 Computer Applications in Business (1 credit)	1
Junior - First Semester		Junior - Second Semester	
MKT 336 Promotional Strategy (MKT 335)	3	MKT 426 International Marketing (MKT 336)	3
MGT 301 Organizational Behavior	3	MGT 330 Legal Environment for Business I	3
MGT 310 Operations Management (ECN 101 and MGT 201)	4	THL Theology Core - Group II	3
THL Theology Core - Group I	3	FIN 207 Managerial Finance I (ACC 203-204, ECN 101 or 102)	3
Free Elective	3	Free Elective	3
Senior - First Semester		Senior - Second Semester	
MKT 434 Marketing Research (MKT 205 and MGT 201)	3	MKT 480 Capstone (MKT 336, 434, FIN207)	3
MKT Elective	3	MKT Elective	3
PHL 306 Business Ethics OR PHL 202 General Ethics	3	PHL Philosophy Core	3
ART Fine Arts Elective	3	Non-Dept. Elective	3
Free Elective	3	Free Elective	3
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