

MARKETING
2026-2027

Year 1					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
MKTG 231	Principles of Marketing	3	ACTG 241	Accounting Principles I	3
8-Week Two			8-Week Two		
MGMT 230	Principles of Management	3	ECON 130	Survey of Econ (ILO 3-Soc Sciences)	3
16-Week			16-Week		
ENG 137	Technical Writing (ILO 1- Written Comm)	3	ACTG 242	Accounting Principles II	3
MATH 142	College Algebra (ILO 2 - Mathematics)	3		Elective	3
	FYI	3		ILO 2: Scientific Methodology (Select)	3
Total Hours			Total Hours		
15			15		
Year 2					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
ECON 232	Microeconomics	3	BIS 231	Principles of Information Systems	3
MKTG 331	Sales Techniques	3	MKTG 337	Social Media Marketing	3
8-Week Two			8-Week Two		
ECON 231	Macroeconomics	3	BA 331	Business Comm (ILO 1 - Oral Comm)	3
16-Week			16-Week		
	ILO 3: Human Diversity (Select)	3		ILO 3: Humanities (Select)	3
	Elective	3		ILO 1: Creative Art Forms (Select)	3
Total Hours			Total Hours		
15			15		
Year 3					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
BIS 332	Spreadsheet Modeling & Analytics	3	BA 336	Business and Economic Statistics	3
	Elective	3	MKTG 338	Consumer Behavior	3
8-Week Two			8-Week Two		
MKTG 334	New Product Development	3	MKTG 336	Promotion & Advertising	3
FIN 330	Principles of Finance	3	FIN 239	Personal Finance (ILO 4 Health & Well)	3
16-Week			16-Week		
	Elective	3		Elective	3
Total Hours			Total Hours		
15			15		
Year 4					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
BA 337	Business Law	3	BA 431	Professional Ethics (ILO 4 - Ethics & Civic)	3
	Elective	3		Elective	3
8-Week Two			8-Week Two		
MKTG 439	Business and Marketing Research	3	MKTG 435	Marketing Strategy	3
ACTG 430	Personal Income Tax (Elective)	3	MGMT 434	Strategic Management	3
16-Week			16-Week		
	Elective (Internship)	3		Elective	3
Total Hours			Total Hours		
15			15		

Total Degree Program Hours: 120

Key

Major Required Courses	FYI/Essential Studies Recommendations (ILOs)
Option/Minor Required Courses	Elective Courses