

MAJOR CONCENTRATIONS

MARKETING CONCENTRATION – SAMPLE DEGREE PLAN

	FALL SEMESTER	SPRING SEMESTER
FRESHMAN YEAR	15 CREDIT HOURS ECON 100 Principles of Economics (3) MATH 101 / MATH 105 (3) BUSI 305 Financial Accounting or BUSI 310 Leading People in Organizations (3) Elective (3) Elective (3)	15 CREDIT HOURS BUSI 305 Financial Accounting or BUSI 310 Leading People in Organizations (3) BUSI 380 Marketing (3) Elective (3) Elective (3) Elective (3)
SOPHOMORE YEAR	16 CREDIT HOURS BUSI 390 Strategic Management (3) BUSI 395 Data Analytics (4) BUSI 396 Business Communication (3) Elective (3) Elective (3)	15 CREDIT HOURS BUSI 371 Product Development and Management (3) BUSI 343 Financial Management (3) Elective (3) Elective (3) Elective (3)
JUNIOR YEAR	15 CREDIT HOURS BUSI 430 Management Accounting (3) Elective (3) Elective (3) Elective (3) Elective (3)	15 CREDIT HOURS BUSI 470 Advertising and Digital Marketing (3) BUSI 374 Operations Management (3) Elective (3) Elective (3) Elective (3)
SENIOR YEAR	15-16 CREDIT HOURS BUSI 460 Pricing Strategy (3) Elective or Business Elective (3-4) Elective (3) Elective (3) Elective (3)	15-16 CREDIT HOURS BUSI 480 Marketing Analytics (3) Elective or Business Elective (3-4) Elective (3) Elective (3) Elective (3)