

YEAR TERM									TOTAL CREDITS
YEAR 1	FALL	BUSI 100 SCHOOL OF MANAGEMENT ORIENTATION <i>Pass/Fail grading</i> 0	MRKT 102 INTRODUCTION TO MARKETING 3	ACCT 101 ACCOUNTING I 3	MATH 125 FINITE MATHEMATICS <i>Pre-Req: Placement Exam or Math 101</i> 3		FCWR 101* FOUNDATIONS OF COLLEGE COMPOSITION <i>Pre-Req: Placement or WRIT 100</i> 3	FCIQ 101 FOUNDATIONS OF INQUIRY 3	15
	SPRING	MGMT 102 PRINCIPLES OF MANAGEMENT 3	ACCT 110 MANAGERIAL ACCOUNTING <i>Pre-Req: ACCT 101</i> 3	MATH 151 FUNDAMENTALS OF CALCULUS <i>Pre-Req: MATH 125</i> 3			FCWR 151* FOUNDATIONS OF RESEARCH WRITING <i>Pre-Req: FCWR 101</i> 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 <i>Pre-Req: MATH 151, MATH 141, MATH 136 or MATH 170</i> 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 <i>Pre-Req: ACCT 101, ECON 202, and MATH 125 or MATH 135 or higher</i> 3	LIBERAL ARTS ELECTIVE 3	QANT 300 PRODUCTION AND OPERATIONS MANAGEMENT <i>Pre-Req: MGMT 102 and QANT 201</i> 3		SCIENCE CHOICE 3		15
YEAR 3	FALL	MIST 315 INFORMATION SYSTEMS 3	MARKETING CONCENTRATION 3	MARKETING CONCENTRATION 3			ICBS 3XX** BEHAVIORAL SCIENCE CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i> 3	FCWR 301 COMMUNICATION FOR BUSINESS <i>Pre-Req: FCWR 151</i> 3	15
	SPRING	QANT 405 MANAGEMENT SCIENCE <i>Pre-Req: ECON 204, MRKT 102, and QANT 300</i> 3	MARKETING CONCENTRATION 3	BUSINESS ELECTIVE 3	LIBERAL ARTS ELECTIVE 3		ICSS 3XX** SOCIAL SCIENCE CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i> 3		15
YEAR 4	FALL	MARKETING CONCENTRATION 3	MARKETING CONCENTRATION 3	BUSINESS ELECTIVE 3	BUSI 405 BUSINESS RESEARCH & INNOVATION <i>Pre-Req: ACCT 110, FINC 201, LLAW 110 and MIST 315; Co-Req: QANT 405</i> 3		ICLT 3XX** LITERATURE CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i> 3		15
	SPRING	BUSI 435 BUSINESS POLICY & STRATEGY CAPSTONE <i>Co-Req: BUSI 405 and BUSI 495</i> 3	BUSI 495 PROFESSIONAL ENRICHMENT CAPSTONE <i>Co-Req: BUSI 405</i> 0	MARKETING CONCENTRATION 3	BUSINESS ELECTIVE 3	LIBERAL ARTS ELECTIVE 3	ICPH 3XX** PHILOSOPHY CHOICE <i>Pre-Req: FCWR 151, FCIQ 101, FCSP 105, FCSC 101</i> 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. 03/21)

Marketing Concentration Course Options			
MRKT 301 – Mgmt of Promotion OR MRKT 345 – Prof. Selling & Digital Customer Relationship Mgmt	<i>Pre-Req: MRKT 301 – MRKT 102 MRKT 345 – MRKT 102</i>	MRKT 430 – Digital Marketing	<i>Pre-Req: MRKT 102</i>
MRKT 302 – Principles of Marketing Research		MGMT 435 – International Business	
MRKT 422 – Management of New Product Development	<i>Pre-Req: MRKT 102 and junior/senior status</i>	BUSI 450 – Business Analytics	<i>Pre-Req: MRKT 102, FINC 201, QANT 300</i>