

MODEL SCHEDULE

Marketing (B.S.)

FRESHMAN FIRST SEMESTER

ENGL 1104	WRITTEN ENGLISH I.....	3
BISM 1200	INTRODUCTION TO COMPUTING.....	3
ECON 2201	ECONOMIC PRINCIPLES AND PROBLEMS I.....	3
	GENERAL STUDIES - ARTISTIC/CREATIVE/INTERDISCIPLINARY ELECTIVE.....	3
	GENERAL STUDIES - SCIENTIFIC DISCOVERY ELECTIVE.....	4
		16

FRESHMAN SECOND SEMESTER

ENGL 1108	WRITTEN ENGLISH II.....	3
MATH 1112	COLLEGE ALGEBRA.....	3
	GENERAL STUDIES - CULTURE/CIVILIZATION EXPLORATION ELECTIVE.....	3
ECON 2202	ECONOMIC PRINCIPLES AND PROBLEMS II.....	3
	GENERAL STUDIES - SCIENTIFIC DISCOVERY ELECTIVE.....	4
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SOPHOMORE FIRST SEMESTER

ACCT 2201	PRINCIPLES OF ACCOUNTING I.....	3
MGMT 2209	PRINCIPLES OF MANAGEMENT.....	3
COMM 2202	INTRO TO COMMUNICATION IN THE WORLD OF WORK.....	3
BISM 2800	CORPORATE COMMUNICATIONS AND TECHNOLOGY.....	3
	GENERAL STUDIES - CULTURE/CIVILIZATION EXPLORATION ELECTIVE.....	3
		15

SOPHOMORE SECOND SEMESTER

ACCT 2202	PRINCIPLES OF ACCOUNTING II.....	3
BISM 2200	BUSINESS INFORMATION TOOLS.....	3
MKTG 2204	PRINCIPLES OF MARKETING.....	3
	GENERAL STUDIES - SOCIETY/HUMAN INTERACTION ELECTIVE.....	3
	GENERAL STUDIES - ARTISTIC/CREATIVE/INTERDISCIPLINARY ELECTIVE.....	3
	GENERAL STUDIES - CULTURE/CIVILIZATION EXPLORATION ELECTIVE.....	3
		18

JUNIOR FIRST SEMESTER

FINC 2201	INTRODUCTION TO FINANCIAL MANAGEMENT.....	3
BISM 3200	MANAGEMENT INFORMATION SYSTEMS.....	3
	MAJOR/ELECTIVE.....	3
	MAJOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
		15

JUNIOR SECOND SEMESTER

BUSN 3306	BUSINESS LAW I.....	3
BUSN 3310	BUSINESS AND ECONOMIC STATISTICS.....	3
BUSN 3320	INTERNATIONAL BUSINESS.....	3
	MAJOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
		18

SENIOR FIRST SEMESTER

BUSN 4415	STRATEGIC MANAGEMENT AND POLICY.....	3
MKTG 3340	MARKETING RESEARCH.....	3
	MAJOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
		15

SENIOR SECOND SEMESTER

MKTG 4450	MARKETING MANAGEMENT.....	3
	MINOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
	MINOR/ELECTIVE.....	3
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