



FALL 2015

College of Business
Major: Marketing

Entering Term: _____

Expected Graduation Date: _____

Advisor: _____

Approved: Academic Affairs

L. Brown-Wright

Dr. Lynda Brown-Wright, Provost

Indicate Summer Courses in Comments Section

FRESHMAN YEAR FALL 1 ST SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
BIZ 101	University Success for Business Majors I	1		
ENG 104	Composition I	3		
HIST 101	History of Civilization I	3		
MATH 111	College Algebra	3		
BIO 101 & BIOL101	Introduction to Biology and Lab	3		
MFL 101	Modern Foreign Language	3		
TOTAL CREDIT HOURS		16	GRADE POINT AVERAGE	

Students who have completed two years of a single foreign language in high school with a grade of 'C' are exempt from foreign language requirements; however, the student must take 6 hours of non-business electives to replace the foreign language credits.

Comments: _____

FRESHMAN YEAR SPRING 2 ND SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
BIZ 102	University Success for Business Majors II	1		
ENG 105	Composition II	3		
HIST 102	History of Civilization II	3		
MATH 221	Calculus for Business	3		
FINE ARTS	Fine Arts Elective	3		
MFL 102	Modern Foreign Language	3		
TOTAL CREDIT HOURS		16	GRADE POINT AVERAGE	

Students who have completed two years of a single foreign language in high school with a grade of 'C' are exempt from foreign language requirements; however, the student must take 6 hours of non-business electives to replace the foreign language credits.

Comments: _____

SOPHOMORE YEAR FALL 1 ST SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
PE	Any 100-Level PE or HE 101	1		
ENG 205	World Literature	3		
BIZ 201	Introduction to Business	3		
ELECTIVE	Unrestricted/General Elective	3		
ECO 211	Principles of Macroeconomics	3		
ACC 211	Principles of Financial Accounting	3		
TOTAL CREDIT HOURS		16	GRADE POINT AVERAGE	

Note: If Health (HE 101) is taken in one of the semester, then PE option is satisfied for both semesters.

Comments: _____

SOPHOMORE YEAR SPRING 2 ND SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
PE	Any 100-Level PE or HE 101	1		
GB 201	Introduction to Legal Aspect of Business	3		
ECO 212	Principles of Microeconomics	3		
ACC 212	Principles of Managerial Accounting	3		
SPCH 201	Speech Arts	3		
MNGT 351	Management Information Systems and Application	3		
TOTAL CREDIT HOURS		16	GRADE POINT AVERAGE	

English Proficiency: Date taken _____ Pass or Fail If Failed: English 399 (Functional Writing): Date Taken _____ Pass or Fail

Note: If Health (HE 101) is taken in one of the semesters, then PE option is satisfied for both semesters.

Comments: _____

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JUNIOR YEAR FALL 1 ST SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
MNGT 330	Management to Organization	3		
ECO 256	Business Statistics I	3		
BIZ 350	Business Communication	3		
MKT 351	Marketing Management	3		
Restricted Elective	Restricted Elective	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Comments: _____

JUNIOR YEAR SPRING 2 ND SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
FIN 320	Business Finance	3		
MNGT 334	Supply Chain Management	3		
ECO 356	Business Statistics II	3		
MNGT 482	Business Ethics	3		
MKT 432	Advertising	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Community Service/Service Learning Hours: 120 (60 for Transfer Students) _____

Comments: _____

SENIOR YEAR FALL 1 ST SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
MKT 436	Retail Management	3		
MKT 438	Marketing Research	3		
MKT 440	Consumer Behavior	3		
MKT 450	Personal Selling	3		
Restricted Elective	Any International Business Course (Not already in major)	3		
TOTAL CREDIT HOURS		15	GRADE POINT AVERAGE	

Comments: _____

SENIOR YEAR SPRING 2 ND SEMESTER				
COURSE	COURSE TITLE	CREDIT HOURS	GRADE	NOTES
MNGT 458	Strategic Management	3		
MKT 448	Marketing Channels	3		
MKT 462	Marketing Policies and Strategies	3		
MKT 466	International Marketing	3		
TOTAL CREDIT HOURS		12	GRADE POINT AVERAGE	

Comments: _____

On-line Graduation Clearance (TO BE COMPLETED DURING THE GRADUATING SEMESTER ONLY)

TOTAL HOURS: 121(REQUIRED)

*Candidates that transfer 12 or more hours of college credit are exempt from BIZ 101 and BIZ 102: University Success; however, the student must take 2 hours of non-business electives to replace the BIZ courses.

*All students must take the Undergraduate English Proficiency Examination (UEPE) after the sophomore year. Students not passing the exam must take **ENG 399**

STUDENT SIGNATURE

DATE

ADVISOR SIGNATURE

DATE