

Four-Year Planner: BA

MARKETING

Minimum credits to graduate = 120

Minimum upper biennium credits to graduate = 36

2016-2017 CATALOG

YEAR I				
FALL SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Fall	EN 110	Written Composition CORE- Placement	3	0
Fall	XXX	Creative Inquiry CORE	3	0
Fall	FYS 100	First Year Seminar CORE	2	0
Fall	PH 200	Critical and Creative Thinking CORE	3	0
Fall	MA 110	Intermediate Algebra (placement)	3	0
TOTAL CREDITS - Fall			14	0
SPRING SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Spring	EN XXX	Literary Inquiry Elective CORE	3	0
Spring	MA 220	Applied Finite Math CORE- Placement	3	0
Spring	THXX	Theology Inquiry CORE	3	0
Spring	IS 260	Computer Decision Making Applications	3	0
Spring	CA100	Oral Communication Inquiry CORE	3	0
TOTAL CREDITS - Spring			15	0
TOTAL CREDITS - YEAR 1			29	0
YEAR 2				
FALL SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Fall	BU 155	Accounting Principles 1	4	0
Fall	EC 202	Macroeconomics	3	0
Fall	BU 240	Management Principles	3	0
Fall	MA 221	Statistics 1 - Placement	3	0
Fall	Elective	Elective	3	0
TOTAL CREDITS - Fall			16	0
SPRING SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Spring	BU 156	Accounting Principles 2	4	0
Spring	EC 201	Microeconomics	3	0
Spring	BU 230	Marketing Principles	3	0
Spring	BI/CH/PS	Science with Lab CORE	4	0
Spring	Elective	Elective	3	0
TOTAL CREDITS - Spring			17	0
TOTAL CREDITS - YEAR 2			33	0

YEAR 3				
FALL SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Fall	BU 301	Consumer Behavior	3	3
Fall	BU 375 or 380	Market Research or Sales Mngmt.	3	3
Fall	Elective	Elective	3	0
Fall	BU 360	Corporate Finance	3	3
Fall	BU 388	Business Ethics - ELECTIVE	3	3
TOTAL CREDITS - Fall			15	12
SPRING SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Spring	BU 390	Advertising	3	3
Spring	Elective	Elective	3	0
Spring	BU 450	Global Marketing	3	3
Spring	Elective	Marketing Elective	3	0
Spring	PH 480	Current Ethical Problems CORE	3	3
TOTAL CREDITS - Spring			15	9
TOTAL CREDITS - YEAR 3			30	21
YEAR 4				
FALL SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Fall	BU 380 or 375	Sales Mngmt. or Marketing Research	3	3
Fall	BU 473	Business Law I	3	3
Fall	BU 395/495	Internship	3	3
Fall	Elective	Elective for major	3	0
Fall	Elective	Elective	3	0
TOTAL CREDITS - Fall			15	9
SPRING SEMESTER				
Semester	Course Number	Course Name	Credits	Upper Biennium
Spring	TH 450	Social Justice: Issues & Action CORE	3	3
Spring	BU 385	Marketing Management	3	3
Spring	Elective	Elective	3	0
Spring	BU 426	Strategic Management	3	3
Spring	Elective	Elective	3	0
TOTAL CREDITS - Spring			15	9
TOTAL CREDITS - YEAR 4			30	18
TOTAL CREDITS - YEAR 3 & 4			122	39

EN 100/EN101 sequence can be replaced by EN 110 -PLACEMENT BASED ON ACT/SAT SCORES

Marketing Requirements include one of non-marketing courses (see catalog):

AR 223 Graphic Design 1 has two prerequisites: AR 114 and AR 221

IS 243 Multimedia Development has one prerequisite: IS 220

CA 323 Media Writing has one prerequisite: CA 220

IS 245 Website Design and Development has one prerequisite: IS 220

CA 403 Public Relations has one prerequisite: CA 220

This planner should be used to assist you in scheduling courses needed for graduation. **This is not to be considered an official degree audit for graduation.**

The minimum number of earned credit hours required for graduation is 120 and is comprised of required courses in the major, required CORE courses, and elective credits. The specific number of required credits will vary based on a student's major and factors such as declaring a second major, a minor, etc. and should be discussed with the student's academic advisor.

FALCON-IN-4 PLANNER

