

MARKETING
2024-2025

Year 1					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
MKTG 231	Principles of Marketing	3	ACTG 241	Accounting Principles I	3
8-Week Two			8-Week Two		
MGMT 230	Principles of Management	3	ACTG 242	Accounting Principles II	3
16-Week			16-Week		
	ESO 1 - FYI	3		ESO 1 - FYI	3
	ESO 2 - Writing (ENG 137)	3		ESO 8	3
	ESO 4 - Math (142 or 151)	3		Elective	3
Total Hours		15	Total Hours		15
Year 2					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
ECON 231	Macroeconomics	3	BIS 231	Principles of Information Systems	3
MKTG 331	Sales Techniques	3	MKTG 337	Social Media Marketing	3
8-Week Two			8-Week Two		
ECON 232	Microeconomics	3	MGMT 434	Strategic Management (ESO 12)	3
16-Week			16-Week		
	ESO 3	3		Elective	3
	ESO 10	3		Elective	3
Total Hours		15	Total Hours		15
Year 3					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
BA 331	Business Communications (ESO 3)	3	BA 336	Business and Economic Statistics	3
BA 337	Business Law	3	MKTG 338	Buyer Behavior	3
8-Week Two			8-Week Two		
MKTG 334	New Product Development	3	MKTG 336	Promotion & Advertising	3
	ESO 9 (ACTG 430)	3			
16-Week			16-Week		
	ESO 10	3		Elective	3
				Elective	3
Total Hours		15	Total Hours		15
Year 4					
Fall Semester			Spring Semester		
8-Week One			8-Week One		
BIS 332	Decision Support for Managers	3			
8-Week Two			8-Week Two		
MKTG 439	Business and Marketing Research	3	MGMT 434	Strategic Management (ESO 12)	3
			MKTG 435	Marketing Strategy	3
16-Week			16-Week		
	Elective (Internship)	3		Elective	3
	Elective	3		Elective	3
	Elective	3		Elective	3
Total Hours		15	Total Hours		15

Total Degree Program Hours: 120

Key

Major Required Courses	Essential Studies SLO Courses
Option/Minor Required Courses	Elective Courses