

Pre-requisites are in parentheses; see catalog for details.

Class standing by credit: Freshman: 0-29 credits; Sophomore: 30-59 credits; Junior: 60-89 credits; Senior: 90+ credits

FIRST YEAR (30-31 S.H.)	SEMESTER 1 (13 S.H.)			SEMESTER 2 (15 – 16 S.H.)		
	WRT 101 Composition I or WRT 210W	3		Gen. Ed: COM 160, 161, or 162	3	
	MAT 100 or Gen Ed Math	3		MAT 118, 133 or 181	3 - 4	
	Gen Ed: PS 104 World Gov'ts, Economies & Culture	3		Gen Ed Humanities or WRT 210W	3	
	MIS 260 Information Systems Concepts	3		Gen Ed: PSY 100 Introduction to Psychology	3	
	MKT 101 Orientation to the Ansell Undergraduate Business Program	1		Gen Ed: Humanities	3	

SECOND YEAR (33 S.H.)	SEMESTER 3 (17 S.H.)			SEMESTER 4 (16 S.H.)		
	ACC 201 Financial Accounting	3		ACC 202 Managerial Accounting	3	
	ECO 211 Principles of Macroeconomics	3		Gen Ed: Humanities	3	
	FIN 230 Business Statistics	3		ECO 213 Principles of Microeconomics	3	
	MGT 250 Organizational Behavior	3		MKT 201 (Sophomore Standing)	3	
	MKT 200 Principles of Marketing	3		Gen Ed: Lab Science	3 - 4	
HPX 177 Fitness for Life Lecture & Lab	2					

THIRD YEAR (32 S.H.)	SEMESTER 5 (16 S.H.)			SEMESTER 6 (16 S.H.)		
	ACC 340 Business Law or JLA 240 Commercial Law	3		MKT 315 Advertising and Integrated Marketing	3	
	FIN 310 Principles of Finance*	3		MGT 320 Operations Management	3	
	Gen Ed: Math/Science/CS	3		Marketing Elective (see approved list)	3	
	MKT 310 Consumer Behavior: Concepts, Research Methods and Applications	4		Elective	3	
	Elective	3		Elective	3	
Complete a degree audit and plan for application for graduation						

FOURTH YEAR (32 S.H.)	SEMESTER 7 (16 S.H.)			SEMESTER 8 (16 S.H.)		
	MKT 333	3		Marketing Elective (see approved list)	3	
	MKT 415	4		MKT 490 Marketing Management: Analysis, Planning and Implementation (Senior standing and GPA ≥ 2.3)	4	
	Elective	3		Elective	3	
	MGT 415 Strategic Management	3		Elective	3	
Elective	3		Elective	3		

The number of free electives available will vary based on your initial math and writing placement tests. MAT100 and WRT101 if required, count as elective credit.

Approved Marketing Electives: MKT 322 Retailing Management, MKT 327 Direct/Interactive Marketing, MKT 380 Customer Relationship Management and Database Marketing, MKT 395 Advanced Advertising and Integrated Marketing Communications, MKT 398 Faculty Developed Study, MKT 399 Student Developed Study, MKT 411 E-Commerce and Internet Marketing, MGT 412 Product Development and Management, MKT 422 Global Marketing, MKT 455 Business Marketing, MKT 480 Selected Topics in Marketing