

IMPORTANT: This document is meant to serve as an example and a planning tool. It is *not* a substitute for meeting with your academic advisor. Be sure to review your course plans with your advisor and check DegreeWorks regularly to keep track of your progress toward graduation.

The course scheduling details shared here are for planning purposes only. They do not guarantee when or how often specific courses will be offered. Course offerings can change depending on faculty availability and student demand. For the most up-to-date and accurate information, always check the online course schedule and consult with your academic advisor.

Keep in mind that there are many different ways to complete a major or program of study, including opportunities like study away or other special options. Your advisor can help you design an academic pathway that best fits your goals and interests.

BS Marketing Major Pathway

Year	Fall Semester	Spring Semester	Important Notes
First	FYE		- These are the first year courses. They can be taken either fall or spring. - Note: Students can also take PSY141/SOC141/MATH141 or MATH151 to fulfill the statistics course requirement.
	MGMT111 Fundamentals of Business	MGMT111 Fundamentals of Business	
	ECON102 Introduction of Microeconomics	ECON102 Introduction of Microeconomics	
	MGMT141 Statistics for Social Sciences	MGMT141 Statistics for Social Sciences	
Second	MGMT230 Marketing	MGMT230 Marketing	- Courses can be taken either fall or spring semester - MGMT111 is a prerequisite for MGMT210 - Marketing Electives Requirement: One Course from each of the following categories (see catalog for most updated list): - Digital Tools and Data Analysis - Content Creation and Production - Cultural Theory - Summer: Internship
	MGMT210 Business and Management Responsibility	MGMT210 Business and Management Responsibility	
	Marketing Elective (see notes)	Marketing Elective (see notes)	
Third	MGMT255 Corporate Finance	MGMT255 Corporate Finance	- Corporate Finance is offered both fall and spring. ECON102 is a prerequisite - Study abroad courses can be evaluated as potential elective courses - Marketing Electives Requirement: One Course from each of the following categories (see catalog for most updated list): - Digital Tools and Data Analysis - Content Creation and Production - Cultural Theory - Summer: Internship
	MGMT366 Consumer Behavior (Fall Only)	MGMT398 Marketing Strategy (spring only)	
	Marketing Elective	Marketing Elective	
Fourth	MGMT366 Consumer Behavior (Fall Only)	MGMT398 Marketing Strategy (Spring Only)	- MGMT401 is offered both fall and spring - Marketing Electives Requirement: One Course from each of the following categories (see catalog for most updated list): - Digital Tools and Data Analysis - Content Creation and Production - Cultural Theory
	MGMT401 Senior Seminar	MGMT401 Senior Seminar	
	Marketing Elective	Marketing Elective	