

Sample* Course Sequence for the **Business Major** **Marketing Concentration**

	Fall**	Spring**
Freshman	Math 111 College Algebra ¹ (3) Eng 110 College Writing ² (4) CS 150 Intro to Information Systems (4) Econ 255F4 Macroeconomics (4) _____ _____ _____ _____	Comms 101 Speech (3) Phil 101 Logic (3) Math 121 Statistics (3) Econ 256F4 Microeconomics (4) _____ _____ _____ _____
Sophomore	Math 122 Finite Math (3) Bus 280 Financial Accounting (3) Phil 104F7 Ethics (3) BUS 306 Professional Communication (3) _____ _____ _____ _____	Bus 281 Managerial Accounting (3) Bus 301 Marketing Principles (3) _____ _____ _____ _____
Junior	Bus 302 Management of Human Perf. (3) Bus 303 Corporate Finance (3) Bus 431 Marketing Strategy (3) Human Issues (3-4) _____ _____ _____ _____	Bus 304 Business Law I (3) Bus 305 Operations Mgmt (3) Bus 432 Consumer Behavior (3) _____ _____ _____ _____

1. Or other placement. If placement is higher than Math 111, take Math 122 to fulfill the math foundation instead.
 2. Or other placement.

Senior	Bus 434 Market Research & Analysis (3) Bus 435 Prof. Selling & Sales Management (3) Bus 475 Business Internship (4) _____ _____ _____ _____	Bus 433 Advertising & Promotion Strategy (3) Bus 498 Business Strategy (3) _____ _____ _____ _____
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* This chart shows a typical means toward completing major requirements, but is not the only means; students should work with their advisors to plan out their program in a way that meets their goals.

** College General Education requirements not on the chart: Students should talk to their advisor about taking Foreign Language and Foundations of Human Learning courses (F1, F2, F3, F5, F6, F8). A minimum of 120 Credits is required in order to graduate.