**SUGGESTED FOUR-YEAR SEQUENCE**

**Marketing**

**2013-2014**

**FRESHMAN**

**FALL SPRING**

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| **\_\_\_ IDS 102** Information Literacy (0 unit)  **\_\_\_ BUS 099** Business Freshman Seminar (0 unit)  \_\_\_ **ECO 101** Principles of Microeconomics  \_\_\_ **FSP 1\_\_** First Seminar  \_\_\_ **LLC\***  See Check Sheet  \_\_\_ **MAT 125** Calculus for Business | \_\_\_ **ECO 102** Principles of Macroeconomics  \_\_\_ **STA 215** Statistical Inference  \_\_\_ **WRI 102** Academic Writing or Elective  \_\_\_ **MGT 201** Management Principles & Practices (1/2 unit)  \_\_\_ **MKT 201** Marketing Principles (1/2 unit) |

**SOPHOMORE**

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| \_\_\_ **ACC 201** Financial Accounting & Reporting  \_\_\_ **MKT 300** Marketing Information & Analysis  \_\_\_ **LLC\*** See Check Sheet  \_\_\_ **FIN 201** Fundamental Financial Methods  (1/2 unit)  \_\_\_ **MIT 201** Information Systems: Concepts & Applications (1/2 unit) | \_\_\_ **BUS 100** Sophomore Business Colloquium (0 unit)  \_\_\_ **BUS 200** Legal/Regulatory Environment of Business  \_\_\_ **LLC\*** See Check Sheet  \_\_\_ **Quantitative Analysis Option**  \_\_\_ **2nd (MGT) Breadth course** |

**JUNIOR**

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| \_\_\_ **ACC 202** Managerial Accounting  \_\_\_ **300/400-level Marketing Option course**  \_\_\_ **MGT 360** Operations Management  or  **MKT 360** Supply Chain Management  \_\_\_ **Elective** | \_\_\_ **2nd (MIT) Breadth course**  \_\_\_ **2nd (FIN) Breadth course**  \_\_\_ **300/400-level Marketing Option course**  \_\_\_ **Elective** |

**SENIOR**

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| \_\_\_ **400-level Marketing Option course** (or 300/400-level if MKT 430 is taken as Quant. Analysis option)  \_\_\_ **LLC\*** See Check Sheet  \_\_\_ **Elective**  \_\_\_ **Elective** | \_\_\_ **MGT 499** Strategic Management  \_\_\_ **MKT 450** Marketing Management  \_\_\_ **LLC\*** See Check Sheet  \_\_\_ **Elective** |

**\*LLC= Liberal Learning Course (There is no special order for completion of courses)**