**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)**