

Name: _____ ID: _____

Total Units (Earned & In Progress): ____

Second Major/Minor: _____

Additional Units Needed to Reach 32: ____

Proficiencies

- ___ IDS 102: Information Literacy
- ___ WRI 102

Civic Responsibilities

- ___ Community Engaged Learning
- ___ Gender
- ___ Global Perspective
- ___ Race & Ethnicity

First Seminar Program

___ FSP: _____

Liberal Learning Breadth Distribution

(Option C – To view Options A & B, see Liberal Learning website)

Arts & Humanities

- ___ Literary, Visual, & Performing Arts
Course: _____
 - ___ World Views & Ways of Knowing
Course: _____
 - ___ Additional Arts & Humanities*
Course: _____
- *only applies to students who entered TCNJ prior to Fall 2015*

Social Science & History

- ___ ECO 101: Principles of Microeconomics
- ___ ECO 102: Principles of Macroeconomics
- ___ Social Change in Historical Perspective
Course: _____

Quantitative Reasoning & Natural Science

- ___ Natural Science w/ Lab
Course: _____
- ___ MAT 125: Calculus for Business & Social Sciences (or MAT 127: Calculus A)
- ___ STA 115: Statistics or
STA 215: Statistical Inference
(STA 215 requires coreq: MAT 125 or MAT 127)

Free Electives

- ___ WRI 102 (if needed)
- _____
- _____
- _____
- _____

Quantitative Analysis Option:

- ___ Quantitative Analysis Course: _____
Choose one: ECO 231, MKT 310, MKT 430, STA 305, STA 307, or other analysis course upon prior approval
(Prereq: STA 115 or STA 215; STA 305 requires STA 215; MKT 430 also requires MKT 300; please see catalog for STA307 prereqs)

- ___ BUS 099: Business Orientation Seminar
- ___ BUS 100: Business Colloquium

Core Courses (Common Body of Knowledge):

- ___ ACC 201: Financial Accounting (*Prereq: 100-Level Math*)
- ___ ACC 202: Managerial Accounting (*Prereq: ACC 201*)
- ___ BUS 200: Legal/Regulatory Environmental of Business
(Writing Intensive, complete during Soph. Year or fall of Jr. Year)
- ___ FIN 201: Financial Methods (.5 unit)
(Prereq: ECO 101 or ECO 102 + STA 215 + ACC 201)
- ___ MGT 201: Management Principles & Practices (.5 unit)
- ___ MIT/IST 201: IT – Topics, Trends, & Tools (.5 unit)
- ___ MKT 201: Marketing Principles (.5 unit)
- ___ MGT 360: Operations Management (*Prereq: STA 115 or STA 215 + MGT 201*)
- OR *MKT 360: Supply Chain (*Prereq: STA 115 or STA 215 + MKT 201*)
**MKT 360 may not be used to satisfy both the business core requirement AND the MKT Breadth requirement*
- ___ MGT 499: Strategic Management
(Must be senior; Prereqs: ACC 202 + FIN 201 + MGT 201 + MIT 201 + MKT 201 + MGT 360 or MKT 360)

Business Breadth:

- ___ FIN _____ (*Choose one: FIN 310, 320, 330, 335, 340, 350, 370*)
- ___ MGT _____ (*Choose one: MGT 301, 310, 320, 350*)
- ___ MIT/IST _____ (*Choose one: MIT/IST 310 or 320*)
- ___ MKT _____ (*Choose any 300-level MKT course EXCEPT MKT 300 & MKT 365*)

Marketing Options:

- ___ MKT 300: Marketing Information Analysis (*min. grade of "C"*)
(Prereq: STA 115 or STA 215; must be taken prior to senior year)
- ___ MKT course (300/400 Level): _____
- ___ MKT course (400 Level): _____
- ___ MKT 450: Marketing Management (Writing Intensive)
(Prereq: MKT 300 + FIN 201 + MGT 201, reserved for seniors)

International Business Requirement:

- ___ International Business Course: _____
Should be met through Business Breadth or Major Options
Courses include: INB 250, INB 260, INB 330/FIN 335, INB 365, BUS 360, ECO 335, ECO 340, ECO 345, ECO 380, MGT 310, MKT 340, FIN 340, or other approved courses by advisement.

SUGGESTED FOUR-YEAR SEQUENCE

Marketing 2017 – 2018

FRESHMAN

FALL

SPRING

<p>___ IDS 102 Information Literacy (0 unit) ___ BUS 099 Business Orientation Seminar (0 unit) ___ ECO 101 Principles of Microeconomics ___ FSP 1__ First Seminar ___ LLC* See Check Sheet ___ MAT 125 Calculus for Business (or MAT 127)</p>	<p>___ BUS 100 Business Colloquium (0 unit) ___ ECO 102 Principles of Macroeconomics ___ STA 115 Statistics (or STA 215) ___ WRI 102 Academic Writing or Elective ___ MGT 201 Management Principles & Practices (1/2 unit) ___ MKT 201 Marketing Principles (1/2 unit)</p>
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SOPHOMORE

<p>___ ACC 201 Financial Accounting & Reporting ___ MKT 300 Marketing Information & Analysis ___ LLC* See Check Sheet ___ 2nd (MGT) Breadth course</p>	<p>___ BUS 200 Legal/Regulatory Environment of Business ___ LLC* See Check Sheet ___ FIN 201 Fundamental Financial Methods (1/2 unit) ___ MIT/IST 201 IT – Topics, Trends, & Tools (1/2 unit) ___ Quantitative Analysis Option</p>
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JUNIOR

<p>___ ACC 202 Managerial Accounting ___ 300/400-level Marketing Option course ___ MGT 360 Operations Management or ___ MKT 360 Supply Chain Management ___ Elective</p>	<p>___ 2nd (MIT) Breadth course ___ 2nd (FIN) Breadth course ___ 300/400-level Marketing Option course ___ Elective</p>
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SENIOR

<p>___ 400-level Marketing Option course (or 300/400-level if MKT 430 is taken as Quant. Analysis option) ___ LLC* See Check Sheet ___ Elective ___ Elective</p>	<p>___ MGT 499 Strategic Management ___ MKT 450 Marketing Management ___ Elective ___ Elective</p>
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*LLC= Liberal Learning Course (There is no special order for completion of courses)