

## SUGGESTED FOUR-YEAR SEQUENCE

### Marketing

2015-2016

#### FRESHMAN

##### FALL

##### SPRING

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

<p>___ <b>ACC 201</b> Financial Accounting &amp; Reporting ___ <b>MKT 300</b> Marketing Information &amp; Analysis ___ <b>LLC*</b> See Check Sheet ___ <b>2<sup>nd</sup> (MGT)</b> <b>Breadth course</b></p>	<p>___ <b>BUS 200</b> Legal/Regulatory Environment of Business ___ <b>LLC*</b> See Check Sheet ___ <b>FIN 201</b> Fundamental Financial Methods (1/2 unit) ___ <b>MIT 201</b> Information Systems: Concepts &amp; Applications (1/2 unit) ___ <b>Quantitative Analysis Option</b></p>
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#### JUNIOR

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

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