

SUGGESTED FOUR-YEAR SEQUENCE

Marketing 2016 – 2017

FRESHMAN

FALL

SPRING

<p>___ 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 (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 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)