

Marketing Pathway* Supply Chain Marketing Concentration

Catalog Term: 2022-2023

*Subject to Change

Year 1, Fall Semester				Year 1, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
EH 101	College Writing I	3		ECN 142	Principles of Macroeconomics	3	MA 107 or MA 112
Fine Arts	Elective	3		EH 102	College Writing II	3	EH 101 or EH 101S (C- or better)
FYE 101	Charger Success	1		MA 120	Math Professional Application	3	MA 107 or MA 112
History*	Elective	3		Science w/ Lab	Elective	4	
IS 146	Computer Applications in Business	3		Social/Behavioral Science	Elective	3	
MA 107 or MA 112	Algebra w/ Applications or Precalculus Algebra	3					
Total		16		Total		16	

Year 2, Fall Semester				Year 2, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
ACC 211	Financial Accounting	3		ACC 212	Managerial Accounting	3	ACC 211
BLS 211	Legal Environment in Business	3		Humanities (Non-Literature)	Elective	3	
ECN 143	Principles of Microeconomics	3	MA 107 or MA 112	Literature*	Elective	3	EH 102 or EH 103 or EH 105 (C- or better)
MSC 287	Business Statistics I	3	MA 107 or MA 112	MKT 301	Principles of Marketing	3	
Science w/ Lab	Elective	4		MSC 288	Business Statistics II	3	MSC 287
Total		16		Total		15	

Year 3, Fall Semester				Year 3, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
EH 300 or EH 301	Business Writing or Technical Writing	3	EH 102 (C- or better), Junior Class Standing	CM 313	Business & Professional Communications	3	
FIN 301	Principles of Finance	3	ECN 143, ACC 210 or ACC 212, either MSC 287, SOC 303, PY 300, MA 385, ISE 390	Humanities/Fine Arts	Elective	3	
MGT 301	Managing Organizations	3		IS 301	Information Systems in Organizations	3	IS 146
MKT 332	Buyer Behavior	3	MKT 301	MSC 385	Operations Analysis	3	MSC 288
MKT 350	Marketing Emerging Technology	3	MKT 301	MSC 411 (Spring Only)	Supply Chain Management	3	MSC 287
Total		15		Total		15	

Year 4, Fall Semester				Year 4, Spring Semester			
Course	Title	Credit Hours	Prerequisite(s)	Course	Title	Credit Hours	Prerequisite(s)
Business Elective	300-400 level	3		ECN Elective	300-400 level	3	
Free Elective	100-400 level	3		IS 422 (Spring Only)	Supply Chain Management Systems	3	IS 301
MGT 450	International Business	3	MGT 301, MKT 301, FIN 301	MGT 499	Competitive Strategy	3	MGT 301, MKT 301, FIN 301, EH 300 or 301, IS 301, MSC 385
MKT 343	Market Research Design	3	MKT 301 and (MSC 287 and MSC 288) or CM 370 or PY 300 or SOC 303)	MKT 480	Marketing Management	3	MKT 301, MKT 332
MSC 410 (Fall Only)	Transportation & Logistics	3	MKT 301				
Total		15		Total		12	

* Students must complete a two-course sequence in Literature or History.
Approved sequences are EH (207 or 242) and 208, EH (209 or 242) and 210, HY 103 and 104, or HY 221 and 222.