Marketing Pathway* General Concentration

	26						*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 or level 2 MA placement
Fine Arts	Elective	3		EH 102	College Writing II	3	EH 101 or EH 101S (C- or better)
FYE 101B (Fall Only)	Charger Success	1	Transfer students can take BUS 300 (1 hr) instead of FYE 101	MA 120	Math Professional Applications	3	MA 107 or MA 112 (C- or better)
History*	Elective	3		Science w/ Lab	Elective	4	
IS 146	Computer Applications in Business	3		Social/Behavioral Science or 2nd History	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	Management Accounting	3	ACC 211
BLS 211	Legal Environment in Business	3		Literature*	Elective	3	EH 102 or EH 103 or EH 105 (C- or better)
ECN 143	Principles of Microeconomics	3	MA 107 or MA 112 or level 2 MA placement	MGT 301	Managing Organizations	3	
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	
Version Fell Occupation				Version On the Occupation			
Year 3, Fall Semester		Credit		Year 3, Spring Semester		Credit	
			Dyese enviolete (a)	Course	Title		Prerequisite(s)
Course	Title	Credit Hours	Prerequisite(s)	Course		Hours	
Humanities (Non- Literature)	Title Elective		Prerequisite(s)	EH 300 or 301	Business Writing or Technical Writing		EH 102 (C- or better), Junior Class Standing
Humanities (Non-		Hours			Business Writing or	Hours	EH 102 (C- or better), Junior
Humanities (Non- Literature) Humanities/Fine Arts or	Elective	Hours 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390	EH 300 or 301	Business Writing or Technical Writing Information Systems	Hours 3	EH 102 (C- or better), Junior Class Standing
Humanities (Non- Literature) Humanities/Fine Arts or 2nd Literature	Elective Elective	3 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300,	EH 300 or 301	Business Writing or Technical Writing Information Systems in Organizations	3 3	EH 102 (C- or better), Junior Class Standing
Humanities (Non- Literature) Humanities/Fine Arts or 2nd Literature FIN 301	Elective Elective Principles of Finance	3 3 3 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390	EH 300 or 301 IS 301 MKT Elective	Business Writing or Technical Writing Information Systems in Organizations 300-400 level	3 3 3	EH 102 (C- or better), Junior Class Standing
Humanities (Non- Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332	Elective Elective Principles of Finance Buyer Behavior	3 3 3 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY	EH 300 or 301 IS 301 MKT Elective MKT Elective	Business Writing or Technical Writing Information Systems in Organizations 300-400 level	3 3 3 3	EH 102 (C- or better), Junior Class Standing
Humanities (Non- Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343	Elective Elective Principles of Finance Buyer Behavior	3 3 3 3 3 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385 Total	Business Writing or Technical Writing Information Systems in Organizations 300-400 level	3 3 3 3 3 3	EH 102 (C- or better), Junior Class Standing
Humanities (Non- Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343	Elective Elective Principles of Finance Buyer Behavior	3 3 3 3 3 15	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385	Business Writing or Technical Writing Information Systems in Organizations 300-400 level	3 3 3 3 15	EH 102 (C- or better), Junior Class Standing
Humanities (Non- Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343	Elective Elective Principles of Finance Buyer Behavior Market Research	Hours 3 3 3 3 4 15 Credit Hours	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or PSC 300 or SOC 303) Prerequisite(s)	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385 Total Year 4, Spring Semester Course	Business Writing or Technical Writing Information Systems in Organizations 300-400 level 300-400 level Operations Analysis	3 3 3 3 3 3	EH 102 (C- or better), Junior Class Standing IS 146
Humanities (Non- Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343 Total Year 4, Fall Semester	Elective Elective Principles of Finance Buyer Behavior Market Research	3 3 3 3 4 15 Credit	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or PSC 300 or SOC 303)	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385 Total Year 4, Spring Semester	Business Writing or Technical Writing Information Systems in Organizations 300-400 level 300-400 level Operations Analysis	3 3 3 3 15 Credit	EH 102 (C- or better), Junior Class Standing IS 146 MSC 288
Humanities (Non-Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343 Total Year 4, Fall Semester Course	Elective Elective Principles of Finance Buyer Behavior Market Research	Hours 3 3 3 3 4 15 Credit Hours	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or PSC 300 or SOC 303) Prerequisite(s)	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385 Total Year 4, Spring Semester Course	Business Writing or Technical Writing Information Systems in Organizations 300-400 level 300-400 level Operations Analysis	3 3 3 3 3 Credit Hours	EH 102 (C- or better), Junior Class Standing IS 146 MSC 288
Humanities (Non-Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343 Total Year 4, Fall Semester Course ECN Elective	Elective Elective Principles of Finance Buyer Behavior Market Research Title 300-400 level Business & Professional	3 3 3 3 4 5 Credit Hours 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or PSC 300 or SOC 303) Prerequisite(s)	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385 Total Year 4, Spring Semester Course Business Elective	Business Writing or Technical Writing Information Systems in Organizations 300-400 level 300-400 level Operations Analysis Title 300-400 level	3 3 3 3 15 Credit Hours 3	EH 102 (C- or better), Junior Class Standing IS 146 MSC 288
Humanities (Non-Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343 Total Year 4, Fall Semester Course ECN Elective CM 313	Elective Elective Principles of Finance Buyer Behavior Market Research Title 300-400 level Business & Professional Communications	3 3 3 3 15 Credit Hours 3 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or PSC 300 or SOC 303) Prerequisite(s) ECN 142 & ECN 143	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385 Total Year 4, Spring Semester Course Business Elective Free Elective	Business Writing or Technical Writing Information Systems in Organizations 300-400 level 300-400 level Operations Analysis Title 300-400 level 100-400 level Competitive Strategy	3 3 3 3 15 Credit Hours 3 3	EH 102 (C- or better), Junior Class Standing IS 146 MSC 288 Prerequisite(s) MGT 301, MKT 301, FIN 301, IS 301, MSC 385, EH 300 or
Humanities (Non-Literature) Humanities/Fine Arts or 2nd Literature FIN 301 MKT 332 MKT 343 Total Year 4, Fall Semester Course ECN Elective CM 313 MGT 450	Elective Elective Principles of Finance Buyer Behavior Market Research Title 300-400 level Business & Professional Communications International Business Marketing Emerging	3 3 3 3 15 Credit Hours 3 3 3	ECN 143, ACC 211, either MSC 287, SOC 303, PY 300, MA 385, ISE 390 MKT 301 MKT 301 and ((MSC 287 and MSC 288) or CM 370 or PY 300 or PSC 300 or SOC 303) Prerequisite(s) ECN 142 & ECN 143 MGT 301, MKT 301, FIN 301	EH 300 or 301 IS 301 MKT Elective MKT Elective MSC 385 Total Year 4, Spring Semester Course Business Elective Free Elective MGT 499	Business Writing or Technical Writing Information Systems in Organizations 300-400 level 300-400 level Operations Analysis Title 300-400 level 100-400 level Competitive Strategy (C- or better) Marketing	3 3 3 3 15 Credit Hours 3 3 3	EH 102 (C- or better), Junior Class Standing IS 146 MSC 288 Prerequisite(s) MGT 301, MKT 301, FIN 301, IS 301, MSC 385, EH 300 or 301 MKT 301, (MKT 332 can be

* Students must complete a two-course sequence in Literature or History.

Approved Literature sequence is any two Literature courses from EH 207, 208, 209, 210, 242, 241, 243, 244, 245, and 246

Approved History sequences are HY 103 and 104, or HY 221 and 222.