

# Bachelor of Science in Marketing

## Curriculum in Marketing

General Education Requirements			
Course Name/ #	Credit Hours	Course Name/#	Credit Hours
<b>English</b>		BIOS or same as other Physical Science <sup>2</sup>	3
ENGL 1157	3	<b>Humanities</b>	
ENGL 1158 or 1159 <sup>1</sup>	3	Humanities Elective <sup>2</sup>	6
<b>Mathematics</b>		ENGL Literature <sup>2</sup>	3
MATH 1115 or 1125 or higher	3	<b>Social Sciences</b>	
MATH 2785 or 2314	3	ECON 1203	3
<b>Science</b>		Social Science Elective <sup>2</sup>	3
BIOS <sup>2</sup>	3	<b>Arts<sup>2</sup></b>	3
Other Physical Science <sup>2</sup>	3		
		<b>Total</b>	<b>39</b>
Other Requirements			
Course Name/ #	Credit Hours	Course Name/#	Credit Hours
ACCT 2100, 2130	6	MANG 2790, 3401, 3402, 4480	12
BA 2780, 3010	6	QMBE 2786, 2787	4
ECON 1204	3	Business Elective	3
FIN 3300	3	Electives	14
		<b>Total</b>	<b>51</b>
Course Requirements for Major			
Course Name/ #	Credit Hours	Course Name/#	Credit Hours
MKT 3501 <sup>1</sup>	3	MKT 4590 <sup>1</sup>	3
MKT 3505 <sup>1</sup>	3	MKT Electives 3000 or higher <sup>1</sup>	9
MKT 3510 <sup>1</sup>	3	Business Electives	6
MKT 3530 or MKT 3540 <sup>1</sup>	3		
		<b>Total</b>	<b>30</b>

<b>Sales Concentration</b>	
<b>Course Name/ #</b>	<b>Credit Hours</b>
MKT 3515 <sup>1</sup>	3
MKT 3530 <sup>1</sup>	3
MKT 3580 <sup>1</sup>	3
<b>Total</b>	9
<b>Total Credit Hours Required</b>	<b>Credit Hours</b>
	<b>120</b>

1. "C" or better required
2. Check [General Education Courses](#) to confirm what courses fulfill this requirement.

# Recommended Four-Year Plan of Study

## Bachelor of Science in Marketing

Four Year Plan of Study			
First Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hours	Course Prefix & Number	Credit Hours
ENGL 1157	3	ENGL 1158 or 1159 <sup>1</sup>	3
MATH 1115 or 1125 or higher	3	MATH 2785 or 2314	3
ARTS	3	BIOS	3
Social Science	3	BA 2780	3
Elective	3	ECON 1203	3
UNIV 1001 <sup>2</sup>	1		
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>15</b>
Second Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hours	Course Prefix & Number	Credit Hours
ACCT 2100	3	ACCT 2130	3
ECON 1204	3	BIOS or same as 3 <sup>rd</sup> term (EES, CHEM, PHYS)	3
EES, CHEM or PHYS	3	Literature	3
Humanities	3	MANG 2790	3
QMBE 2786	3	MKT 3501 <sup>1</sup>	3
QMBE 2787	1		
<b>Total Hours</b>	<b>16</b>	<b>Total Hours</b>	<b>15</b>

Third Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hrs	Course Prefix & Number	Cr Hrs
Humanities	3	FIN 3300	3
MANG 3401	3	MANG 3402	3
MKT 3505 <sup>1</sup>	3	MKT 3510 <sup>1</sup>	3
MKT Elective 3000 level or higher <sup>1</sup>	3	MKT Electives 3000 level or higher <sup>1</sup>	3
Elective	3	Elective	3
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>15</b>
Fourth Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hours	Course Prefix & Number	Credit Hours
BA 3010	3	MKT 4590 <sup>1</sup>	3
MKT 3530 or 3540 <sup>1</sup>	3	MKT Elective 3000 level or higher <sup>1</sup>	3
MANG 4480	3	Business Electives	6
Business Elective	3	Elective	1
Elective	3		
<b>Total Hours</b>	<b>15</b>	<b>Total Hours</b>	<b>13</b>
<b>Total Degree Hours</b>			<b>120</b>

1. "C" or better required
2. Required for all first-time full-time students.