

Bachelor of Science in Management, Marketing Option

Curriculum

Required courses and recommended terms during which they should be taken:

Freshman Year	Fall	
COM 205	Intercultural Communication	3
MATH 111	College Algebra	4
PSY 201	Psychology	3
WRI 121	English Composition	3
	Lab Science elective	4
Total		17

Freshman Year	Winter	
BUS 215	Principles of Management	3
ECO 201N	Principles of Economics, Microeconomics	3
MIS 102	Spreadsheet Software Laboratory	1
SPE 111	Fundamentals of Speech	3
WRI 122	English Composition	3
	Math/Science/Social Science elective	3
Total		16

Freshman Year	Spring	
ECO 202N	Principles of Economics, Macroeconomics	3
MIS 275	Introduction to Relational Databases	3
SPE 321	Small Group and Team Communication	3
	Humanities elective	3
	Math/Science/Social Science elective	3
Total		15

Sophomore Year	Fall	
ACC 201	Principles of Accounting I	4
MATH 361	Statistical Methods I	4
MIS 311	Introduction to Information Systems	3
WRI 227	Technical Report Writing	3
Total		14

Sophomore Year	Winter	
BUS 223	Principles of Marketing	3
MATH 371	Finite Mathematics and Calculus I	4
PHIL 331	Ethics in the Professions	3
	Math/Science/Social Science elective	3
	Elective	3
Total		16

Sophomore Year	Spring	
ACC 203	Principles of Managerial Accounting	4
MIS 225	Business on the Internet	4
MIS 375	Decision Support Systems	3
	Math/Science/Social Science elective	3
Total		14

Junior Year	Fall	
ACC 325	Finance	4
BUS 356	Business Presentations	4
BUS 399	Marketing Special Topics	3
BUS 467	Service Management	3
Total		14

Junior Year	Winter	
ANTH 452	Globalization	
or		
BUS 308	Principles of International Business	3
BUS 318	Consumer Behavior	3
BUS 319	Advertising Management	3
PSY 347	Organizational Behavior	3
WRI 327	Advanced Technical Writing	3
Total		15

Junior Year	Spring	
BUS 226	Business Law	3
BUS 326	Sales and Sales Management	3
BUS 456	Business Research Methods	3
	Math/Science/Social Science elective	3
	Math/Science/Social Science elective	3
Total		15

Senior Year	Fall	
BUS 420	Applied Management Internship	
or		
BUS 496	Senior Project	3
BUS 435	New Product Development	3
MGT 461	Lean Management I	
or		
MGT 462	Lean Management II	3
	Elective	3
	Elective	3
Total		15

Senior Year	Winter	
BUS 473	Marketing Plan Development	3
BUS 497	Senior Project	3
	Business elective	3
	Elective	3
	Elective	3
Total		15

Senior Year	Spring	
BUS 434	Global Marketing	3
BUS 478	Cases in Strategy and Policy	3
WRI 420	Document Design	3
	Elective	3
	Elective	3
Total		15