

Suggested Plan of Study BS-Marketing / Digital Marketing Strategy Concentration 2022-2023

Year 1		Fall	Prerequisites
ENC 1101	English Composition I	3	Test Score
CGS 1100	Computer Software & Technology	3	
MAT 1033	Intermediate Algebra	3	Test Score
GEHM	State Core General Education Humanities	3	
GENC	State Core General Education Natural Science w/lab	3	
	Total Credits	15	
Year 1		Spring	
ENC 1102	English Composition II	3	ENC 1101 with a minimum grade of C
MAC 1105	College Algebra	3	MAT 1033 with a minimum grade of C or Test Score
ACG 2021	Intro to Financial Accounting	3	
ECO 2023	Microeconomics	3	
GESO	General Education Social Science	3	See Civic Literacy Requirement
	Total Credits	15	
Year 1		Summer	
	Total Credits	0-9	Complete 20 of 80 Service Learning Hours by end of year 1
Year 2		Fall	
ACG 2071	Intro to Managerial Accounting	3	CGS 1100 and ACG 2021 with a minimum grade of C
MAC 2233	Elementary Calculus	3	MAC 1105 with a minimum grade of C or Test Score
GEHM	General Education Humanities with INKN Attribute	3	
GEB 3523 OR ENC 3250	Critical Thinking for Business OR Professional Writing	3	ENC 1101 & ENC 1102 with a minimum grade of C (in addition, GEB 3523 requires ACG 2021 with minimum grade of C); sophomore standing
GENC or GENA	General Education Natural Science	3	
	Total Credits	15	
Year 2		Spring	
ECO 2013	Macroeconomics (Satisfies State Core Social Science requirement)	3	
STA 2023	Statistical Methods	3	MAT 1033 or MAC 1105 or MAC 2233 with a minimum grade of C or Test Score
MAN 3025	Principles of Management	3	Sophomore Standing
BUL 3130	Legal & Ethical Environment of Business	3	Sophomore Standing
GEHM	General Education Humanities with INKN Attribute	3	
	Total Credits	15	
Year 2		Summer	
	Total Credits	0-9	Complete 40 of 80 Service Learning Hours by end of year 2
Year 3		Fall	
FIN 3403	Business Finance	3	CGS 1100, ACG 2021, ECO 2023, ECO 2013, STA 2023, with a minimum grade of C
MAR 3023	Introduction to Marketing	3	Junior Standing
ISM 3011	Information Systems	3	CGS 1100 with a minimum grade of C; Junior Standing
SPC 2023 or GEB 3085	Public Speaking or Professional Development	3	SPC 2023 requires sophomore standing; GEB 3085 requires junior standing
IDS 3920	University Colloquium	3	Sophomore Standing
	Total Credits	15	
Year 3		Spring	
MAR 3503	Consumer Behavior*	3	MAR 3023 with a minimum grade of C
MAR 3400	Professional Selling*	3	MAR 3023 with a minimum grade of C
MAR 4674	Marketing Analytics*	3	MAR 3023 with a minimum grade of C
SCM 3005	Supply Chain Management	3	STA 2023 with a minimum grade of C; sophomore standing
Free elective		3	
	Total Credits	15	
Year 3		Summer	
	Total Credits	0-9	Complete 60 of 80 Service Learning Hours by end of year 3
Year 4		Fall	
MAR 4613	Marketing Research*	3	MAR 3023 with a minimum grade of C
MAR 4832	Product & Brand Management*	3	MAR 3023 with a minimum grade of C
MAR 4700	Digital Marketing*	3	MAR 3023 with a minimum grade of C
Free Elective		3	
Free Elective		3	
	Total Credits	15	Complete 80 of 80 Service Learning Hours by end of fall semester year 4

Year 4		Spring	
MAR 4804	Marketing Strategy*	3	MAR 3503 and MAR 4613 with a minimum grade of C
MAR 4841	Services Marketing*	3	MAR 3023 with a minimum grade of C
MAR 3235	Social Media Marketing*	3	MAR 3023 with a minimum grade of C
GEB 4890	Business Strategy (Capstone-completed in the graduating semester)	3	FIN 3403, MAN 3025, MAR 3023 with a minimum grade of C
Free Elective		3	
		Total Credits	15
Year 4		Summer	
		Total Credits	0-9
Legend			
	Common Prerequisites		
	Required Courses in the Major *Students must meet the college criteria for admission to the major prior to enrolling in major courses		
	Restricted Electives *Students must meet the college criteria for admission to the major prior to enrolling in upper division restricted electives		
	Business Common Core		
<p>Notes: 1) Math course requirements and sequence are determined upon entry to the University by the math placement exam or test scores. Students that place in higher level math may need additional general elective credit hours to meet the 120 total credits required for the degree. 2) FTIC and LL Transfer students must complete 9 credit hours of coursework during summer session (s). 3) Baccalaureate degree-seeking students initially entering a state university fall semester 2018 and thereafter must demonstrate competency in civic literacy.</p>			