<table>
<thead>
<tr>
<th>1st Semester - First Year</th>
<th>2nd Semester - First Year</th>
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<tbody>
<tr>
<td>ENG 1010</td>
<td>Freshman Comp: Composing Arguments</td>
</tr>
<tr>
<td>MTH 1310</td>
<td>Finite Math for Mgmt &amp; Soc Science</td>
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<tr>
<td>SPE 1010</td>
<td>Public Speaking (OC 12)</td>
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<tr>
<td>HIS ___</td>
<td>Historical Studies Elective (HI 12)</td>
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<tr>
<td>PSY 1001 or SOC 1010</td>
<td>Psychology or Sociology</td>
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<tr>
<td>1st Semester - Second Year</td>
<td>2nd Semester - Second Year</td>
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<tr>
<td>MKT 2040</td>
<td>Business Communication</td>
</tr>
<tr>
<td>ECO 2010</td>
<td>Principles of Macro-Economics (SS 12)</td>
</tr>
<tr>
<td>ACC 2010</td>
<td>Principles of Accounting I</td>
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<tr>
<td>CIS 2010</td>
<td>Foundations of Information Systems</td>
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<td>___ ___</td>
<td>Arts &amp; Humanities Elective (AH 12)</td>
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<tr>
<td>1st Semester - Third Year</td>
<td>2nd Semester - Third Year</td>
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<tr>
<td>MGT 3000</td>
<td>Organizational Management</td>
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<tr>
<td>MKT 3000</td>
<td>Principles of Marketing</td>
</tr>
<tr>
<td>CIS 3300</td>
<td>Managerial Statistics</td>
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<tr>
<td>FIN 3300</td>
<td>Managerial Finance</td>
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<td>___ ___</td>
<td>Elective</td>
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<tr>
<td>1st Semester - Fourth Year</td>
<td>2nd Semester - Fourth Year</td>
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<tr>
<td>MKT 3710</td>
<td>International Marketing</td>
</tr>
<tr>
<td>MKT ___</td>
<td>Marketing Elective</td>
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<tr>
<td>MKT 3310</td>
<td>Consumer Behavior</td>
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<tr>
<td>MKT ___</td>
<td>Marketing Elective (MC Recommended)*</td>
</tr>
<tr>
<td>___ ___</td>
<td>Elective</td>
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Note: Unrestricted elective credits may vary. Total unrestricted electives must be sufficient for the student to meet the required University minimum of 120 credit hours. Typically the unrestricted elective credits will vary between 12 and 27 credit hours. These hours may be used to meet requirements for a minor or a concentration. As per University policy, no more than 4 semester hours in human performance and sport activities (HPL) or varsity sports (ATH) and no more than 7 semester hours in music ensemble courses will be counted toward the degree.

**Multicultural Requirement:** The University’s multicultural requirement may be satisfied by taking an approved multicultural course listed in the in the University Catalog: Additional Graduation Requirements. Please note the MKT 3750 Multicultural Marketing is a marketing elective meeting the multicultural requirement and is recommended by the Marketing department.

**Global Diversity Requirement:** The University’s global diversity requirement may be satisfied by taking an approved global diversity course listed in the University Catalog: General Studies Requirements.

**Minors for Business Majors:** Majors in the College of Business are NOT required to complete a minor at MSCD. Please see an advisor if you have questions about requirements involved with taking a minor.
Please note: Prerequisites for courses on this sheet may change. Prior to registering for a course you must have completed the prerequisites currently enforced for that course. Please check the online catalog prior to registering each semester.

This sheet applies to the 2015-2016 Catalog only. Students with a declared major in Marketing should work with an advisor in the College of Business or the department on course selection and sequencing to ensure timely graduation.

College of Business Advising 303-352-7270

### GENERAL STUDIES

**Written Communication**
- ENG 1010-3 Freshman Comp: Composing Arguments
- ENG 1020-3 Freshman Comp: Rsrch, Anly, & Documt.

**Oral Communication**
- SPE 1010-3 Public Speaking
- SPE 1710-3 Interpersonal Communication

**Quantitative Literacy**
- MTH 1310-4 Finite Math for Mgt. & Social Sciences

Note: MTH1110 or MTH1400 is acceptable for transfer students or students changing their major. Consult with a math faculty advisor for approval.

**Arts & Humanities**
- PHI 1030-3 Ethics
- PHI 3360-3 Business Ethics (recommended)

**Historical**
- 3

**Natural and Physical Sciences**
- 3
- 3

**Social and Behavioral Sciences I**
- ECO 2010-3 Principles of Economics: Macro

**Social and Behavioral Sciences II**
- ECO 2020-3 Principles of Economics: Micro

**Global Diversity (must be satisfied within General Studies)**
- 

**Multicultural (may be satisfied within General Studies, major, minor or elective)**
- MKT 3750-3 Multicultural Marketing (recommended)

**Additional College of Business Requirements (9 credits)**
- PSY 1001-3 Introductory Psychology or
- SOC 1010-3 Introduction to Sociology
- PSC 1010-3 American National Government or
- PSC 1020-3 Political Systems and Ideas
- MTH 1320-3 Calculus for Management and Social Sciences

**ELECTIVES (20 hours)**

### BUSINESS CORE (Before you can start the following business core you must have completed Written Comm, Quant. Lit. & Oral Comm requirements)

**General Studies**
- 34

**Business Core**
- ACC 2010-3 Principles of Accounting I
- ACC 2020-3 Principles of Accounting II (ACC 2010)
- CIS 2010-3 Foundations of Information Systems (CIS 1010 or CIS test)
- CIS 3300-3 Managerial Statistics (MTH 1320, CIS 2010, 60 hours)
- CIS 3320-3 Management Science (CIS 3300)
- FIN 3300-3 Managerial Finance (ACC 2010, ECO 2010 & 2020, MTH 1320 or 1410, 60 hrs)
- MGT 2210-3 Legal Environment of Business I
- MGT 3000-3 Organizational Management (60 Credit hours)
- MKT 2040-3 Business Communication
- MKT 3000-3 Principles of Marketing (60 Credit hours)
- MGT 4950-3 Strategic Management (Senior Completion of Business Core)

Note: All business core courses must be completed with a "C" or better.

**MAJOR COURSES (You must have 60 credits completed before you can start these courses)**

- MKT 3010-3 Marketing Research (MKT 2040, MKT 3000, CIS 3300)
- MKT 3310-3 Consumer Behavior (MKT 3000)
- MKT 3710-3 International Marketing (MKT 2040, MKT 3000)
- MKT 4560-3 Marketing Strategy (MKT 3010, MKT 3310)

Select 12 hrs of Marketing electives in consultation with a faculty advisor.

- MKT 3100-3 Retail Marketing
- MKT 3110-3 Advertising Management
- MKT 3120-3 Promotional Strategy
- MKT 3140-3 Direct Mkt. Management
- MKT 3160-3 Sales Management
- MKT 3180-3 Green Marketing
- MKT 3190-3 Social Marketing
- MKT 3250-3 Personal Selling
- MKT 3300-3 Marketing of Services
- MKT 3410-3 Marketing Logistics
- MKT 3500-3 Sport Marketing
- MKT 3550-3 Sport Sales
- MKT 3610-3 Business to Business Marketing
- MKT 3750-3 Multicultural Marketing* (can be used as a multicultural requirement)
- MKT 3810-3 Electronic Marketing
- MKT 3910-3 New Product Development
- MKT 3980-3 Internship
- MKT 4110-3 Reputation & Brand Management
- MKT 4250-3 Advanced Selling
- MKT 4300-3 Social Media Marketing
- MKT 4520-3 Seminar in Marketing Management

### Electives (20 hours)

### Total to graduate (min. 40 hrs upper division) 120 min

Students who have reached junior standing (60 hrs) should request a CAPP (graduation compliance report) and review it with a faculty advisor in the Department of Marketing.

Marketing, B.S.
303-556-3182 Admin 560A

Catalog 15-16