

## Four-Year Course Plan - BA in Marketing - Major Courses Only

	FALL		SPRING	
YEAR ONE	DATA 227 Data Analysis *	4	BUSN 212 Business Research Methods	4
	Major Elective***	4	ECON 200 Principles of Economics (or ACCT 225)	4
	<b>Total Major Credits</b>	<b>8</b>	<b>Total Major Credits</b>	<b>8</b>
YEAR TWO	BUSN 340 Marketing Management	4	BUSN 365 Managing Effective Organizations	4
	ACCT 225 Financial Accounting (or ECON 200)	4		
	<b>Total Major Credits</b>	<b>8</b>	<b>Total Major Credits</b>	<b>4</b>
YEAR THREE	ACCT 226 Managerial Accounting	4	BUSN 442 Creative Promotion Strategy	4
	Marketing Elective**	4	BUSN 330 Financial Management	4
	<b>Total Major Credits</b>	<b>8</b>	<b>Total Major Credits</b>	<b>8</b>
Summer	Approved internship relevant to Marketing OR BUSN 381 (0-4 credits)			
YEAR FOUR	Marketing Elective**	4	BUSN 460 Strategic Planning & Policy	4
	<b>Total Major Credits</b>	<b>4</b>	<b>Total Major Credits</b>	<b>4</b>

**TOTAL MAJOR CREDITS BY GRADUATION: 52-56**

\* or its equivalent: BUSN 210 or PSYC 201

\*\* Course chosen from: BUSN 250, BUSN 315, BUSN 343, BUSN 345, or HSS 222

\*\*\*One from any ACCT, BUSN, ECON or ART 280 (approved topics) or CMDM 206