

Marketing Major

semester	Dept	#	Course Title	CR	sem	Prerequisites
	Engl	230	Business Writing	3	fssu	Wrtg 100
	Math	177	Quantitative Business Analysis I	3	fssu	Math 120
	Math	238	Quantitative Business Analysis II	3	fssu	Math 177
	Math	248	Business Statistics I	3	fssu	Math 238
	Acct	201	Principles of Acct I: Financial	3	fssu	-
	Acct	202	Principles of Acct II: Managerial	3	fssu	Acct 201
	CIS	251	Computers in Management	3	fssu	-
	CIS	352	Management Information Systems	3	fssu	CIS 251 Mgt 301
	Econ	214	Principles of Microeconomics	3	fssu	-
	Econ	215	Principles of Macroeconomics	3	fssu	Econ 214
	Fin	330	Managerial Finance and Control	3	fssu	Acct 201 Econ 215 Math 238
	Mgt	249	Business Statistics II	3	fssu	Math 248
	Mgt	301	Foundations of Management	3	fssu	45 cr
	Mgt	341	Business, Government, and Society	3	fssu	60 cr
	Mgt	348	Operations Management	3	fssu	Math 248 Mgt 301
	Mgt	461	Seminar in Strategic Management	3	fssu	all above 102 cr MKT 301
	Mkt	301	Introduction to Marketing	3	fssu	45 cr

Marketing courses

Mgt	322	Organizational Behavior	3	fs	Mgt 301
Mkt	329	Global Marketing	3	fs	Mkt 301
Mkt	333	Market Research	3	fs	Mkt 301
Mkt	334	Consumer Behavior	3	fs	Mkt 301
Mkt	462	Strategic Marketing Management	3	s	Mkt 301,329,333,334,elec
Mkt	xxx	Marketing elective	3	fs	Mkt 301
Mkt	xxx	Marketing elective	3	fs	Mkt 301
Mkt	xxx	Marketing elective	3	fs	Mkt 301

Total Credit Hours for Marketing **75**

General Education

Math	010 (or SAT 480)*	0	
WRT	100 (or CLEP)*	4	
Core 1	Eng 161	4	
Core 2	Hist 161	4	
Core 3	varies 162-169	4	
Core 4	varies 261-269	4	
SB	varies	3	
SB	varies	3	
Art	varies	3	
Sci	varies	4	
Math	Math 177	0	double-count with Major
M/Sci	Math 248 (or 240)	0	double-count with Major

Total Credit Hours for Gen Ed **33**

Math 120 Intermediate algebra* **3** if needed

Free electives (three 3-credit courses) **9**

Total for Degree **120**

Sample 4 year plan

Freshman		Sophomore				Junior				Senior					
Fall	cr	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring	Fall	Spring			
Math 010*	0	Math 120*	3	Math 177	3	Math 238	3	Math 248	3	Mgt 249	3	Mgt 341	3	Mgt 461	3
Wrtg 100*	4	Core 3	4	Econ 214	3	Econ 215	3	Mgt 301	3	Mgt 348	3	Mkt 333	3	Mkt xxx	3
core 1	4	SB	3	Acct 201	3	Acct 202	3	Mkt 301	3	Fin 330	3	Mkt 334	3	Mkt 462	3
core2	4	Art	3	Engl 230	3	CIS 251	3	CIS 352	3	Mgt 322	3	Mkt xxx	3	elec	3
SB	3	elect	3	core4	4	sci	4	elec	3	Mkt 329	3	Mkt xxx	3		
	15		16		16		16		15		15		15		12

*student may be not need to take the course if the requirement is met in another way, such as taking a CLEP test.

