

Marketing

4-YEAR PLAN

This example four-year plan is provided as a broad framework that you can follow in order to complete your degree within four years. Be sure to always consult your academic advisor before registering for classes.

Y1	WRT101 Writing I	3 •
	FYS103/HON101 First Year Seminar/Honors Colloquium	3 •
	BUSS101 Fund. Of Business in Global Env.	3 •
	BUSS104 Professional Development in Business	3 •
	ECON101 Principles of Econ - Micro	3 •
	ECON102 Principles of Econ - Macro	• 3
	WRT102 Writing II	• 3
	BUSS 105 Excel for Business	• 3
	SOC104 Equity & Intersectionality (ISKP)	• 3
	MATH209 Business Statistics	• 3
Y2	BUSS220 Marketing	3 •
	BUSS227 Managerial Accounting	3 •
	Elective (or minor)	3 •
	KP2 KP (Knowledge Perspective) Course	3 •
	KP3 KP (Knowledge Perspective) Course	3 •
	BUSS205 Business Law	• 3
	BUSS224 Organizational Behavior	• 3
	DSCI202 Business Analytics	• 3
	MDSC203 Multidisciplinary Experience	• 3
	KP4 KP (Knowledge Perspective) Course	• 3
Y3	BUSS322 Marketing Communications	3 •
	Choose 1 from Choose 3 List	3 •
	Elective or Minor course	3 •
	Elective or Minor course	3 •
	Elective or Minor course	3 •
	BUSS329 New Product Development	• 3
	PHIL302 Ethical Reasoning	• 3
	Elective or Minor course	• 3
	Elective or Minor course	• 3
	Choose 1 from Choose 3 List	• 3
Y4	BUSS422 Global Marketing	3 •
	Choose 1 from Choose List	3 •
	Elective or Minor course	3 •
	Elective or Minor course	3 •
	Elective or Minor course	3 •
	BUSS420 Marketing Research	• 3
	BUSS432 Marketing Strategy	• 3
	BUSS 440 Business Capstone	• 3
	BUSS 497 Business Internship and Seminar	• 4
	Elective or Minor course	• 3