

Name:		Date:			
ID:		Hours:	GPA:		
Second Major:		Minor:	AoE:		
<b>Pre-Business Core: (28-33 hours)</b> ( <i>Courses in italics also fulfill University Core Requirements</i> )		<b>Hours</b>	<b>Grade</b>	<b>Notes and Subs.</b>	<b>GPA Req.</b>
<i>ENGL 101 Composition and Rhetoric (F1)</i>		3			C- or ↑
<i>ENGL 102 Composition and Rhetoric (F1)</i>		3			C- or ↑
<i>CS 101 Intro to Computer Applications (F2A)</i>		4			C- or ↑
<i>Math 126, 129, or 153 College Algebra (F3)</i>		3-4			C- or ↑
ACCT 201 Principles of Accounting		3			C- or ↑
ACCT 202 Principles of Accounting		3			C- or ↑
ECON 225 Business Statistics		3			C- or ↑
<i>ECON 201 Microeconomics (F8)</i>		3			C- or ↑
<i>ECON 202 Macroeconomics (F8)</i>		3			C- or ↑
<b>College Math Requirement:</b> Math 150, 154, or 155 Intro to Calculus or higher		3-4			C-/D- or ↑
<b>To be eligible to enroll in upper division business courses in the College of Business and Economics students must:</b>					
<b>1. Have at least a 2.5 overall GPA. 2. Meet required grades in all pre-business courses.</b>					
<b>Business Core (27-30 hours)</b>		<b>Hours</b>	<b>Grade</b>	<b>Notes and Subs.</b>	<b>GPA Req.</b>
BCOR 199 Intro to Business (For first-time freshman or transfer students with less than 30 credit hrs.)		3			
BCOR 299 Business Communications		3			
BCOR 320 Legal Environment of Business		3			
BCOR 330 Information Systems/Technology		3			
BCOR 340 Business Finance		3			
BCOR 350 Principles of Marketing		3			C- or ↑
BCOR 360 Operations Management		3			
BCOR 370 Managing Individuals and Teams		3			
BCOR 380 Business Ethics		3			
BCOR 460 Contemporary Business Strategy		3			
<b>Marketing Major: Minimum 2.0 GPA in major (30 hours)</b>		<b>Hours</b>	<b>Grade</b>	<b>Notes and Subs.</b>	<b>GPA Req.</b>
MKTG 315 Buyer Behavior		3			C- or ↑
MKTG 325 Marketing Analytics		3			C- or ↑
MKTG 330 Distribution Channels		3			
MKTG 350 Product and Price Policies		3			C- or ↑
MKTG 485 Global Marketing		3			
B&E Elective		3			
<b>MKTG AoE 1: Digital Marketing Promotions</b>	<b>MKTG AoE 2: Professional Sales</b>	<b>MKTG AoE 3: Sustainable Pathways to Markets</b>			
MKTG 380 Integrated Promos (C- or ↑)	MKTG 320 Personal Selling 1 (C- or ↑)	MKTG 410 Retail Management		3	
MKTG 389 Online Analytics	MKTG 321 Professional Selling 2	MKTG 425 Sustainable Marketing		3	
MKTG 474 Case Comp.	MKTG 345 Selling w/ Digital Media	MKTG 426 Sustainable Strategy		3	
MKTG 475 Social Media & Mktg	MKTG 420 Sales Management	MKTG 480 Services Marketing		3	
<b>University Core (18 hours)</b>		<b>Hours</b>	<b>Grade</b>	<b>Notes and Subs.</b>	<b>GPA Req.</b>
F2 A/B: Science & Technology		3			
F4: Society & Connections-SOCA 101		3			
F5: Human Inquiry & the Past		3			
F6: The Arts & Creativity		3			
F7: Global Studies & Diversity		3			
F8: Focus Coursework-PSYC 101		3			
<b>Unrestricted Electives needed to meet 120 credit hours:</b>					
<b>MUST HAVE 2.0 OR ↑ GPA IN MAJOR AND OVERALL TO GRADUATE</b>					

## SUGGESTED PLAN OF STUDY

### Semester 1

BCOR 199: Intro. to Business (3)  
 CS 101: Intro. to Computer Apps. (3)  
 GEC Obj. 2B, 3, 5, or 9 (3)  
 MATH 126/129/153 (3-4)  
 SOCA 101: Intro. to Sociology (3)

### Semester 2

ACCT 201: Principles of Acct. (3)  
 ECON 201: Microeconomics (3)  
 ENGL 101: Comp. and Rhetoric (3)  
 MATH 150/154/155/156 (3-4)  
 GEC Obj. 2B w/Lab (4)

### Semester 3

ACCT 202: Principles of Acct. (3)  
 ECON 202: Macroeconomics (3)  
 ECON 225: Business Statistics (3)  
 ENGL 102: Comp. and Rhetoric (3)  
 PSYC 101: Intro. to Psychology (3)

### Semester 4

BCOR 299: Business Comm. (3)  
 BCOR 320: Legal Env. of Business (3)  
 BCOR 330: Info. Systems/Tech. (3)  
 BCOR 350: Principles of Marketing (3)  
 BCOR 370: Managing Ind. & Teams (3)

Integrated Digital Marketing Promotions	Professional Sales	Sustainable Pathways to Markets
<b>Semester 5 (Typically fall)</b>		
BCOR 340: Business Finance (3) BCOR 360: Operations Mgmt. (3) MKTG 315: Buyer Behavior (3) MKTG 380: Integrated Promotions (3) GEC Obj.: 2B, 3, 5, or 9 (3)	BCOR 340: Business Finance (3) MKTG 315: Buyer Behavior (3) MKTG 320: Personal Selling (3) Electives: GEC/Unrestricted (1-6)	BCOR 340: Business Finance (3) BCOR 340: Business Finance (3) MKTG 315: Buyer Behavior (3) Electives: GEC/Unrestricted (1-6)
<b>Semester 6 (Typically spring)</b>		
MKTG 325: Marketing Analytics (3) MKTG 350: Product & Price Pol. (3) MKTG 389: Online Analytics GEC Obj.: 2B, 3, 5, or 9 (3) Electives: Unrestricted (3)	BCOR 360: Operations Mgmt. (3) BCOR 380: Business Ethics (3) MKTG 325: Marketing Analytics (3) MKTG 420: Sales Management (3) GEC Obj. 2B, 3, 5, or 9 (3)	BCOR 380: Business Ethics (3) MKTG 325: Analytics (3) MKTG 330: Distribution Channels (3) MKTG 426: Sustainable Strategy GEC Obj.: 2B, 3, 5, or 9 (3)
<b>Semester 7 (Typically fall)</b>		
BCOR 380: Business Ethics (3) MKTG 330: Distribution Channels (3) MKTG 474: Case Competition (3) GEC Obj. / Electives Electives: Unrestricted	MKTG 321: Professional Selling 2 (3) MKTG 345: Selling w/ Digital Media (3) MKTG 350: Product & Price Policies (3) GEC Obj.: 2B, 3, 5, or 9 (3) Electives: Unrestricted (6)	MKTG 350: Product & Price Pol. (3) MKTG 410: Retail Management (3) MKTG 425: Sustainable Marketing (3) B&E Elective (3) Electives: Unrestricted (6)
<b>Semester 8 (Typically spring)</b>		
BCOR 460: Contemp. Bus. Strategy (3) MKTG 475: Social Media & Mktg. (3) MKTG 485: Global Marketing (3) B&E : Elective (3) Electives: Unrestricted (0-3)	BCOR 460: Cont. Bus. Strategy (3) MKTG 330: Distribution Channels (3) MKTG 485: Global Marketing (3) B&E Elective (3) Electives: Unrestricted (0-3) Electives: Unrestricted (0-3)	BCOR 460: Cont. Bus. Strategy (3) MKTG 451: Practicum in Marketing MKTG 480: Services Marketing (3) MKTG 486: Global Marketing (3)