MARKETING (66 HRS.) **Effective Fall 2012**

COURSE	COURSE TITLE	HR	PREREQUISITE(S)	TERM OFFERED
BUSINESS CORE REQUIREMENTS:				
ACC 201	Principles of Accounting 1	3.0	Completed 18 credit hours	Fall/Spring
ACC 202	Principles of Accounting 2	3.0	ACC 201	Fall/Spring
BL 260	Principles of Business Law	3.0	None	Fall/Spring
ECON 201	Elementary Microeconomics	3.0	MATH 108 recommended	Fall/Spring
ECON 202	Elementary Macroeconomics	3.0	ECON 201	Fall/Spring
ECON 221	Business Statistics	3.0	C or better grade in MATH 111, or a passing grade (D- or better) in MATH 132, 161, or 165	Fall/Spring
FIN 300	Principles of Finance 1	3.0	Miller College of Business admission requirements met	Fall/Spring
ISOM 135	Business Information Systems	3.0	Proficiency test required, or ISOM 125, or CS 104	Fall/Spring
ISOM 249	Fundamentals of Business Communications	3.0	ISOM 125 or CS 104; ENG 104 or 114; sophomore standing	Fall/Spring
ISOM 351	Operations Management	3.0	ECON 221 and Miller College of Business admission requirements met	Fall/Spring
MATH 132	Brief Calculus	3.0	MATH 111	Fall/Spring
MGT 300	Managing Behavior in Organizations	3.0	Miller College of Business admission requirements met	Fall/Spring
MGT 491	Business Policy and Strategic Management	3.0	Senior standing; all Miller College of Business core classes including BL 260, FIN 300, ISOM 249, ISOM 351, MGT 300, MKG 300	Fall/Spring
MKG 300	Principles of Marketing	3.0	Miller College of Business admission requirements met	Fall/Spring
MAJOR REQUIREMENTS:				
MKG 310	Consumer Behavior	3.0	MKG 300	Fall/Spring
MKG 325	Professional Selling	3.0	Any ECON course; Prerequisite or parallel MKG 300	Fall/Spring
MKG 350	Marketing Research	3.0	MKG 300 and ECON 221	Fall/Spring
MKG 480	Marketing Strategy	3.0	15 Semester hours in MKG including MKG 310, 325, 350, Senior standing or permission. MKG 300	Fall/Spring
*15 Hours of MKG electives	*Choose from: MKG 320,345, 369,400, 410, 420, 425, 427, 429, 431, 460, 470, 475,495, 497	15.0	Consult online course catalog for complete course descriptions and listing of specific prerequisites.	
MUST TAKE AND PASS WRITING PROFICIENCY EXAM				Fall/Spring

To assist students in choosing the electives from above that are most closely related to a particular career interest, the following courses and areas of concentration are recommended:

Sales and Promotion, 15 hours: MKG 320, 420, 425, 427, 429

Channels and Supply Chain Management 15 hours: MKG 345, 410, 431, 460, 470

Marketing Strategy and Management, 15 hours: MKG 400, 470, 475, +6 hrs

Consult with your advisor to identify course combinations most closely aligned with your marketing career interests.

Revised 10/7/13

MARKETING

Freshman Year

1st semester	Hrs	2nd semester	Hrs
ENG 103 or 104 (placement)	3	ENG 104 or University Core course	3
MATH 108 or 111 (placement)	3	**MATH 132 (University Core Foundation)**	**3**
ISOM 125	3	**ISOM 135**	**3**
University Core Course	3	**ECON 201** (Tier 1)	**3**
University Core Course	3	University Core Course	3
	15		15

Sophomore Year

1st semester	Hrs	2nd semester	Hrs
ACC 201	**3**	**ACC 202**	**3**
ECON 202 (Tier 2)	**3**	**ISOM 249**	**3**
ECON 221	**3**	University Core Course	3
BL 260	**3**	University Core Course	3
University Core Course	3	University Core Course	3
	15		15

MUST complete Miller College Admission requirements prior to enrolling in ANY 300/400-level business course!

Junior Year

1st semester	Hrs	2nd semester	Hrs
MKG 300	**3**	**FIN 300**	**3**
MKG 325	**3**	**MGT 300**	**3**
ISOM 351	**3**	**MKG 310**	**3**
General elective	3	**MKG 350**	**3**
University Core Course	3	**Major elective**	**3**
	15		15

Complete Writing Proficiency Exam WPP 392 (zero credits) between 60-90 credits earned

Senior Year

1st semester	Hrs	2nd semester	Hrs
MKG 480	**3**	**MGT 491 (Tier 3)**	**3**
Major elective	**3**	**Major elective**	**3**
Major elective	**3**	**Major elective**	**3**
General elective	3	General elective	3
General elective	3	General elective	3
	15		15

Minimum 120 hours

***This document is a suggested guideline; it is the student's responsibility to meet with their faculty advisor upon admission into the Miller College of Business major to be updated on any curriculum changes and to verify all requirements are being met for graduation.*