

PROFESSIONAL SELLING**(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
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
ISOM 135	Business Information Systems	3.0	Proficiency test required, or ISOM 125, or CS 104	Fall/Spring
BL 260	Principles of Business Law	3.0	None	Fall/Spring
ISOM 249	Fundamentals of Business Communications	3.0	ISOM 125; ENG 104; to be taken with final MCOB courses	Fall/Spring
FIN 300	Principles of Finance 1	3.0	Miller College of Business admission requirements met	Fall/Spring
ISOM 351	Operations Management	3.0	Miller College of Business admission requirements met	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 325	Professional Selling	3.0	Any ECON course; Prerequisite or parallel MKG 300	Fall/Spring
MKG 350	Market Research	3.0	MKG 300	Fall/Spring
MKG 425	Seminar in Advanced Professional Selling	3.0	MKG 300, 325 or permission of the department chairperson	Fall/Spring
MKG 427	Sales Management	3.0	MKG 300, 325	Fall/Spring
MKG 429	Sales Technology Application	3.0	MKG 300, 325	Fall
*3 hours of MKG electives	*Choose from: MKG 369-Professional Practice in Marketing MKG 432-Sales Strategy	3.0	MKG 300; permission of department chairperson or internship coordinator, open only to marketing majors or minors MKG 300, 325; permission of the department chairperson	Fall/Spring
*3 hours of MKG electives	*Choose from: MKG 310-Consumer Behavior MKG 470-International Marketing	3.0	MKG 300	Fall/Spring Fall
*6 hours of MKG electives	*Choose from: MKG 345-Procurement and Supply Management MKG 410-Marketing Channels MKG 460-Strategic Supply Chain Management	6.0	MKG 300	Fall Fall Spring
MUST TAKE AND PASS WRITING PROFICIENCY EXAM				Fall/Spring

PROFESSIONAL SELLING

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 /Wiser+)	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 /Wiser+)	3	ISOM 249 (Wiser+)	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
MGT 300	3	MKG 350	3
MKG 300	3	Major elective (MKG 310 or 470)	3
MKG 325	3	ISOM 351	3
FIN 300	3	General elective	3
University Core Course	3	General 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 427	3	MGT 491 (Tier 3)	3
MKG 429	3	MKG 425	3
Major elective (MKG 369 or 432)	3	Major elective (MKG 345, 410, or 460)	3
General elective	3	Major elective (MKG 345, 410, or 460)	3
General elective	3	General elective	3
	15		15

Minimum 120 hours (beginning Spring 2012)

***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.*