

**Suggested Sequence of Classes  
For  
Marketing Concentration**

**TOTAL SEMESTER HOURS REQUIRED TO GRADUATE = 120**

YEAR 1					
FALL			SPRING		
ENGL 1301	Freshman English I	3	ENGL 1302	Freshman English II	3
MATH 1314	College Algebra	3	MATH 1342	Statistics	3
LANG I	French, Spanish, Other	3	LANG II	French, Spanish, Other	3
SCIENCE I	<b>Select From Several</b>	4	KINE 1304	Health & Wellness	3
COSC 1300	Intro to Computers	3	PSCI 1301 PSCI 1302	US or Texas Government	3
UNIV 1201	Freshman Seminar – FA	1	KINE 1100	Personal Fitness	1
			UNIV 1202	Freshman Seminar – SP	1
		17	Total		17

YEAR 2					
FALL			SPRING		
ACCT 2301	Financial Accounting	3	ACCT 2302	Managerial Accounting	3
ECON 2301	Microeconomics	3	ECON 2302	Macroeconomics	3
SOCIAL BEHAVIOR	Microeconomics (Double-Counted Course)	0	AA DIVERSITY	<b>Select From Several</b>	3
ENGL 2331	World Literature I	3	COMM 1315	Public Speaking	3
HIST	1301/1302 US History I or II	3	REL 2302 PHI 2301	Religion or Philosophy	3
BUSI 2301	Business Communication	3			
Total		15	Total		15

YEAR 3					
FALL			SPRING		
BUSI 3401	Quantitative Business Analysis	4	FINA 3311	Corporate Finance	3
MGMT 3311	Principles of Management	3	MKTG 3322	Consumer Behavior (1)	3
BUSI 3312	Legal, Ethics, & Social	3	MKTG ELECTIVE	Level: 3000/4000 (2)	3
BUSI 3113	Professional Develop	1	FINE ARTS	Musicianship; Intro to Arts	3
MKTG 3311	Principles of Marketing	3			
	Extra Course for 120 hrs.	3	SCIENCE II	<b>Select From Several</b>	4
Total		17	Total		16

YEAR 4					
FALL			SPRING		
MKTG 4311	Marketing Research (3)	3	BUSI 4321	Business Internship	3
MKTG ELECTIVE	Level: 3000/4000 (4)	3	MGMT 4323	Strategic Management	3
ELECTIVE	Level: 3000 or 4000	3	MKTG 4323	Marketing Management (5)	3
ELECTIVE	Level: 3000 or 4000	3	MKTG 4322	International MKTG (6)	3
			GENERAL DIVERSITY	Int'l MKTG (Double-counted)	0
Total		12	Total		12