Marketing (MKTG)

Freshman

ENGL 1100 English Composition I World History I or II MATH 1680 Calculus with Business Applications I Core Science I BUSI 1010 Professional and Career Development in Business I Sophomore Fall Hours ECON 2020 Principles of Microeconomics Core Literature BUAL 2600 Business Analytics I COMM 1000 Public Speaking ACCT 2110 Principles of Financial Accounting BUSI 2010 Professional and Career Development in Business II Junior Fall Hours MNGT 3100 Principles of Management CTCT 3250 Information Analysis FINC 3610 Principles of Supply Chain Management	15	 Spring 3 ECON 2030 Principles of Macroeconomics 3 Core Literature II or Humanities Core Elective 3 ACCT 2210 Principles of Managerial Accounting 3 ACCT 2700 Business Law 3 BUAL 2650 Business Analytics II 	Hours	2 3 3 16 3 3 3 3 3 3 3 3
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FINC 3610 Principles of Business Finance	(3 ISMN 2140 Introduction to Management Information Systems		2
	;	3 Marketing Elective ²		6
SCMN 2150 Principles of Supply Chain Management	(3 Marketing Elective ²		З
		2 Elective		4
MKTG 3310 Principles of Marketing ¹	:	3		
MKTG 3010 Professional Development in Marketing		1		
	1	5		15
Senior				
Fall Hours		Spring	Hours	
MKTG 5360 Marketing Research and Analytics	:	3 MNGT 4800 Strategic Management		3
Marketing Elective ²	:	3 MKTG 4800 Marketing Strategy		3
Marketing Elective ²	3	3 MKTG ELEC Marketing Elective		3
BUSI 4010 Professional and Career Development in Business IV		1 Elective		6
Elective	6	6 UNIV 4AA0 Achieve the Creed		C

- ¹ Must earn a "C" in this course.
- ² See the Harbert College advising website for approved courses.