

# Marketing (MKTG)

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<b>Freshman</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
ENGL 1100 English Composition I		3 ENGL 1120 English Composition II	3
World History I or II		3 World History I or II or Social Science Core Elective	3
MATH 1680 Calculus with Business Applications I		4 Core Science II	4
Core Science I		4 Core Fine Arts	3
BUSI 1010 Professional and Career Development in Business I		1 Core Humanities	3
	<b>15</b>		<b>16</b>
<b>Sophomore</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
ECON 2020 Principles of Microeconomics		3 ECON 2030 Principles of Macroeconomics	3
Core Literature		3 Core Literature II or Humanities Core Elective	3
BUAL 2600 Business Analytics I		3 ACCT 2210 Principles of Managerial Accounting	3
<b>COMM 1000 Public Speaking</b>		<b>3 ACCT 2700 Business Law</b>	<b>3</b>
ACCT 2110 Principles of Financial Accounting		3 BUAL 2650 Business Analytics II	3
BUSI 2010 Professional and Career Development in Business II		1	
	<b>16</b>		<b>15</b>
<b>Junior</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
MNGT 3100 Principles of Management		3 <b>ISMN 2140 Introduction to Management Information Systems</b>	<b>2</b>
<b>CTCT 3250 Information Analysis</b>		<b>3 Marketing Elective<sup>2</sup></b>	<b>6</b>
FINC 3610 Principles of Business Finance		3 Marketing Elective <sup>2</sup>	3
SCMN 2150 Principles of Supply Chain Management		2 Elective	4
<b>MKTG 3310 Principles of Marketing<sup>1</sup></b>		<b>3</b>	
<b>MKTG 3010 Professional Development in Marketing</b>		<b>1</b>	
	<b>15</b>		<b>15</b>
<b>Senior</b>			
<b>Fall</b>	<b>Hours</b>	<b>Spring</b>	<b>Hours</b>
<b>MKTG 5360 Marketing Research and Analytics</b>		<b>3 MNGT 4800 Strategic Management</b>	<b>3</b>
<b>Marketing Elective<sup>2</sup></b>		<b>3 MKTG 4800 Marketing Strategy</b>	<b>3</b>
Marketing Elective <sup>2</sup>		3 MKTG ELEC Marketing Elective	3
BUSI 4010 Professional and Career Development in Business IV		1 Elective	6
Elective		6 UNIV 4AA0 Achieve the Creed	0
	<b>16</b>		<b>15</b>
<b>Total Hours: 123</b>			

2 Marketing (MKTG)

1 Must earn a "C" in this course.

2 See the Harbert College advising website for approved courses.