

Marketing (MKTG)

Freshman

Fall	Hours	Spring	Hours
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
	15		16

Sophomore

Fall	Hours	Spring	Hours
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
COMM 1000 Public Speaking		3 ACCT 2700 Business Law	3
ACCT 2110 Principles of Financial Accounting		3 BUAL 2650 Business Analytics II	3
BUSI 2010 Professional and Career Development in Business II		1	
	16		15

Junior

Fall	Hours	Spring	Hours
MNGT 3100 Principles of Management		3 ISMN 2140 Introduction to Management Information Systems	2
CTCT 3250 Information Analysis		3 Marketing Elective²	6
FINC 3610 Principles of Business Finance		3 Marketing Elective ²	3
SCMN 2150 Principles of Supply Chain Management		2 Elective	4
MKTG 3310 Principles of Marketing¹		3	
MKTG 3010 Professional Development in Marketing		1	
	15		15

Senior

Fall	Hours	Spring	Hours
MKTG 5360 Marketing Research and Analytics		3 MNGT 4800 Strategic Management	3
Marketing Elective²		3 MKTG 4800 Marketing Strategy	3
Marketing Elective ²		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
	16		15

Total Hours: 123

2 Marketing (MKTG)

1 Must earn a "C" in this course.

2 See the Harbert College advising website for approved courses.