

2019-2020 Academic Worksheet MARKETING

GENERAL
EDUCATION

Core Competencies

Breadth

Principles

Name _____

ID# _____ Matriculated _____

Minimum Unit Requirement 120

Major and BBA Core	60
General Education	49
Unrestricted Electives	11

Preparatory Requirements

WRIT 100 Bridge to Academic Writing	3	_____
MATH 100 Pre-Statistics	3	_____

Minor Requirements

Minor Program _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

1st YEAR

			WU	TRANSFER
Fall				
MGMT 100	Fund of Business Enterprise	3	_____	_____
WRIT 111	Academic Writing 1	3	_____	_____
INDS 1	Interdisciplinary Course	3	_____	_____
ENVT 220	Environmental Studies	3	_____	_____
_____	Unrestricted Elective	3	_____	_____
_____	Unrestricted Elective	1	_____	_____
Spring				
MGMT 110	Legal Environment of Business	3	_____	_____
COMM 120	Public Speaking	3	_____	_____
WRIT 112	Academic Writing 2	3	_____	_____
LSCI 105	Information Theory & Practice	1	_____	_____
MATH 220	Business Math	3	_____	_____
PSYC 200	Introduction to Psychology	3	_____	_____

2nd YEAR

			WU	TRANSFER
Fall				
ACCT 205	Financial Accounting	3	_____	_____
_____	Natural Science with Lab	3	_____	_____
MATH 226	Business Statistics	3	_____	_____
ECON 203	Macroeconomics	3	_____	_____
PHIL 210	Ethical Systems	3	_____	_____
Spring				
MRKT 301	Principles of Marketing	3	_____	_____
ACCT 206	Managerial Accounting	3	_____	_____
ARTH _____	Art History Course	3	_____	_____
3	General Education Elective	3	_____	_____

3rd YEAR

			WU	TRANSFER
Fall				
MGMT 326	Management & Org Behavior	3	_____	_____
MRKT 310	Consumer Behavior	3	_____	_____
MRKT 3/4_	Marketing Elective	3	_____	_____
_____	Humanities Course	3	_____	_____
FINA 360	Financial Management	3	_____	_____
Spring				
MGMT 336	Management Info Systems	3	_____	_____
MGMT 350	Business Ethics	3	_____	_____
MRKT 3/4_	Marketing Elective	3	_____	_____
MRKT 3/4_	Marketing Elective	3	_____	_____
INDS 3	Transdisciplinary Seminar	3	_____	_____
_____	Unrestricted Elective	1	_____	_____

4th YEAR

			WU	TRANSFER
Fall				
MRKT 3/4_	Marketing Elective	3	_____	_____
MRKT 451	Strategic Marketing	3	_____	_____
MGMT 400	Operation Methods	3	_____	_____
MGMT 461	Leadership Theory & Practice	3	_____	_____
3	General Education Elective	3	_____	_____
Spring				
MRKT 490	Internship	3	_____	_____
MRKT 455	Market Research & Analysis	3	_____	_____
MGMT 483	Business Policy and Strategy	3	_____	_____
_____	Unrestricted Elective	3	_____	_____
_____	Unrestricted Elective	3	_____	_____