

## 2021-2022 Academic Worksheet MARKETING

GENERAL  
EDUCATION

Core Competencies

Breadth

Principles

Name \_\_\_\_\_

ID# \_\_\_\_\_ Matriculated \_\_\_\_\_

**Minimum Unit Requirement 120**

Major and BBA Core	66
General Education	49
Unrestricted Electives	5

### Preparatory Requirements

WRIT 114 Academic Writing Workshop	0	_____
MATH 100 Pre-Statistics	3	_____

### Minor Requirements

Minor Program \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

Course \_\_\_\_\_ Semester \_\_\_\_\_

**1st** YEAR

**Fall**

			WU	TRANSFER
MGMT 100	Fund of Business Enterprise	3	_____	_____
WRIT 113	First-Year Academic Writing	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	_____	_____
PHIL 210	Ethical Systems	3	_____	_____
LSCI 105	Information Theory & Practice	1	_____	_____
MATH 220	Business Math	3	_____	_____
PSYC 150	General Psychology	3	_____	_____

**2nd** YEAR

**Fall**

			WU	TRANSFER
ACCT 205	Financial Accounting	3	_____	_____
_____	Natural Science with Lab	3	_____	_____
MATH 226	Business Statistics	3	_____	_____
ECON 203	Macroeconomics	3	_____	_____
WRIT 313	Advanced Academic Writing	3	_____	_____

**Spring**

MRKT 301	Principles of Marketing	3	_____	_____
ACCT 206	Managerial Accounting	3	_____	_____
ARTH _____	Art History Course	3	_____	_____
3	General Education Elective	3	_____	_____
MRKT 2__	Marketing Elective	3	_____	_____

**3rd** YEAR

**Fall**

			WU	TRANSFER
MGMT 326	Management & Org Behavior	3	_____	_____
MRKT 355	Market Research and Analysis	3	_____	_____
MRKT 2__	Marketing Elective	3	_____	_____
_____	Humanities Course	3	_____	_____
FINA 360	Financial Management	3	_____	_____

**Spring**

MGMT 336	Management Info Systems	3	_____	_____
MGMT 350	Business Ethics	3	_____	_____
MRKT 310	Consumer Behavior	3	_____	_____
MRKT 3/4_	Marketing Elective	3	_____	_____
INDS 3	Transdisciplinary Seminar	3	_____	_____
_____	Unrestricted Elective	1	_____	_____

**4th** YEAR

**Fall**

			WU	TRANSFER
MRKT 400	Pricing Strategies and Tactics	3	_____	_____
MRKT 3/4_	Marketing Elective	3	_____	_____
MGMT 400	Operation Management	3	_____	_____
MGMT 461	Leadership	3	_____	_____
3	General Education Elective	3	_____	_____

**Spring**

MRKT 451	Strategic Marketing	3	_____	_____
MRKT 490	Internship	3	_____	_____
MGMT 483	Business Policy and Strategy	3	_____	_____
MRKT 3/4_	Marketing Elective	3	_____	_____