

IMMACULATA UNIVERSITY

FOUR-YEAR COURSE SEQUENCE SHEET

Department: BUSINESS-ACCOUNTING-ECONOMICS

Major: MARKETING MANAGEMENT

B.S.

<i>Freshman Year - First Semester</i>	<i>Freshman Year – Second Semester</i>
<input type="checkbox"/> BUS 235: Bus Computer Application (3)	<input type="checkbox"/> MKT 309: MKT Principles & Practices (3)
<input type="checkbox"/> ENG 106 Composition I (3)	<input type="checkbox"/> ENG107: Composition II (3)
<input type="checkbox"/> FOR LANG (3)	<input type="checkbox"/> FOR LANG (3)
<input type="checkbox"/> ECO 202**: Principles of Microeconomics (3)	<input type="checkbox"/> ECO 201**: Principles of Macroeconomics (3)
<input type="checkbox"/> MATH 203: Intermediate College Math. I (3) <i>or</i>	<input type="checkbox"/> MATH 204: Intermediate College Math. II (3) <i>or</i>
<input type="checkbox"/> MATH 207: Introductory Analysis I (3)	<input type="checkbox"/> MATH 208: Introductory Analysis II (3)
<input type="checkbox"/> Phys ED (0)	<input type="checkbox"/> EXS 100 Level (2)
<input type="checkbox"/> FYE (1) <i>(16 cr)</i>	<i>(17 cr)</i>
<i>Sophomore Year - First Semester</i>	<i>Sophomore Year – Second Semester</i>
<input type="checkbox"/> COM 200: Bus. and Technical Writing (3) <i>or</i>	<input type="checkbox"/> ACC 201: Accounting & Budget (3)
<input type="checkbox"/> COM 350: Bus and Professional Speaking (3)	
<input type="checkbox"/> Elective (3)	<input type="checkbox"/> LAB SCI (3)
<input type="checkbox"/> HIST Elective (3)	<input type="checkbox"/> Elective (3)
<input type="checkbox"/> THE Elective ^{ee} (3)	<input type="checkbox"/> MBUS 360: Business Mgt. (3)
<input type="checkbox"/> MKT Elective . (3)	<input type="checkbox"/> PHI Elective (209 strongly recommended) (3)
<input type="checkbox"/> Phys ED (0) <i>(15 cr)</i>	<input type="checkbox"/> Phys ED (0) <i>(15 cr)</i>
<i>Junior Year – First Semester</i>	<i>Junior Year – Second Semester</i>
<input type="checkbox"/> PSY 321: Self-Awareness (3) <i>or</i>	<input type="checkbox"/> PHI Elective (3)
<input type="checkbox"/> PSY 345: Organizational Behavior(3)	
<input type="checkbox"/> FIN 362: Intro to Finance (3)	<input type="checkbox"/> BUS 301: International Business (3)
<input type="checkbox"/> ECO 307: Statistics (3)	<input type="checkbox"/> MKT 364: Marketing Management (3) <i>or</i>
<input type="checkbox"/> BUS 315: Business Law 1 (3)	<input type="checkbox"/> MKT 331: Advertising Principles (3)
<input type="checkbox"/> Elective (3)	<input type="checkbox"/> MKT 398/399: Marketing Practicum (3) <i>or</i>
<input type="checkbox"/> MKT Elective *(3) <i>(18 cr)</i>	<input type="checkbox"/> Elective (3)
	<input type="checkbox"/> MKT 359: Marketing Research (3)
	<input type="checkbox"/> BUS 327: Managing Bus. Information (3) <i>(18 cr)</i>
<i>Senior Year – First Semester</i>	<i>Senior Year – Second Semester</i>
<input type="checkbox"/> BUS 338: Business Ethics (3)	<input type="checkbox"/> THE Elective (3) <i>or</i>
<input type="checkbox"/> THE Elective (3) <i>or</i>	<input type="checkbox"/> Elective (3)
<input type="checkbox"/> Elective (3)	<input type="checkbox"/> BUS 365: Strategic Planning (3)
<input type="checkbox"/> MKT 398/399: Marketing Practicum (3) <i>or</i>	<input type="checkbox"/> MKT 364: Marketing Management (3) <i>or</i>
<input type="checkbox"/> Elective (3)	<input type="checkbox"/> MKT 331: Advertising Principles (3)
<input type="checkbox"/> BUS 366 ^{ee} : Leadership Dynamics	<input type="checkbox"/> Elective (3)
<input type="checkbox"/> Elective (3) <i>(15 cr)</i>	<input type="checkbox"/> Elective (2) <i>(14 cr)</i>

e – Department Elective

ee - Strongly recommended by the department

- Satisfies the humanities elective

** Satisfies social science requirement

‡ Satisfies ethics requirement

* Students will select one (1) marketing course from the following:

MKT 350 E-Marketing
 MKT 351 Retail Marketing
 MKT 352 Marketing Sales
 MKT 355 Brand Marketing