

Academic Pathway for Business (Marketing)

Freshman Year							
Semester I				Semester II			
Dept.	No.	Course	Cr.	Dept.	No.	Course	Cr.
ORN	110	Orientation	1	MAT	133	Algebra I	3
LLC	112	First-Year Enrichment Seminar	1	CSC	131	Introduction to Computers	3
LLC	120	First-Year Reading Seminar	1	BIO 131 or PHY 131, 132, 133, 134, or 135	131 - 135	Biological Science or one of the following: Physical Science/Introduction to Astronomy/Galileo & the Church/Light, Color, & Vision/Physics of Music	3
ENG	133	Composition I	3	ENG	200's	Literature Option	3
HIS	131/231/33 1	U.S./World/Black History I	3	REL	131/132/231	Old/New Testament/Hist of the Blk Church	2
ART/MUS		Fine Arts Option	3	CPI	101	Career Pathways	1
PER	222/225	Conditioning Exercise/ CPR/First Aid & Safety	2				
		Total	14			Total	15
Sophomore Year							
Semester I				Semester II			
Dept.	No.	Course	Cr.	Dept.	No.	Course	Cr.
HIS	131/231/33 1	U.S./World/Black History I	3	HIS	132/232/332	U.S./World/Black History II	3
PER 222/225		Conditioning Exercise/ CPR/First Aid & Safety	3	MKT	210	Principles of Marketing	3
ACT	210	Principles of Accounting I	3	ACT	220	Principles of Accounting II	3
COM	230	Public Communication	3	MGT	220	Managerial Communications	3
LCC	210	Sophomore Seminar	1	FIN	210	Principles of Finance	3
FIN	150	Personal Financial Management	2				
		Total	15			Total	15
Junior Year							
Semester I				Semester II			
Dept.	No.	Course	Cr.	Dept.	No.	Course	Cr.
ECO	210	Principles of Macroeconomics	3	MGT	210	Principles of Management	3
MAT	233	Probability & Statistics	3	ECO	220	Principles of Microeconomics	3
FIN	210	Principles of Finance	3	MKT	320	Promotion and Advertising	3
MKT	210	Principles of Marketing	3	FIN	310	Principles of Investments	3
FIN		General Elective	5	MKT		Marketing Elective	3
		Total	17			Total	3
						Total	18
Senior Year							
Dept.	No.	Course	Cr.	Dept.	No.	Course	Cr.
FIN	210	Principles of Finance	3	MGT	480	Business Policy	
MGT	310	Management Information Systems	3	MGT	410	Business Law	
MGT	330	Prod. & Operations Management	3	MKT		MKT Elective	
MKT	420	Marketing Research	3	MGT	440	Business Research Methods	3
MKT		Marketing Elective	3			General Elective	
		Total	15			Total	15