

Advising Course Plan - Marketing Major

General Elective	1
Term Units	4
Total Unit: 32	

* Any General Education Courses in these categories: ONE (1) course unit from (A) Creative Art OR Modern Language; ANY TWO(2) course units from (B) Culture and Belief, (S) Individual, Society & Social Systems, (H) Historical Inquiry, (P) Physical and Natural World, (Q) Quantitative Reasoning, Modern Language course at any level, or (A) Creative Art (includes A, or MUSC, MUSA, or MUSE credit courses.)

¹ Select one of the following: INTL 201B, MKTG 420, ECON 201H, HIST 376S, INSU 201H, WLGO Marketing majors should consider taking MKTG 420B

First Year

Fall		Units
FSEM 100	First Year Seminar	1
ECON 104S	Foundations of Economics I	1
SOBA 200	Professional Communications	1
General Education Requirement*		1
Term Units		4

Spring

SOBA 209V	Introduction to Business Ethics	1
MATH 117Q	Quantitative Analysis for Business	1
General Education Requirement*		1
General Education Requirement Creative Art or Language 102L level or above)*		1
Term Units		4

Second Year

Fall		Units
ACCT 201	Fundamentals of Accounting	1
BSAN 250	Business Systems Analytics	1
General Education Requirement*		1
General Elective		1
Term Units		4

Spring

MGMT 305	Management and Leadership	1
MKTG 315	The Marketplace and Consumers	1
General Elective		1
International General Education Requirement ¹		1
Term Units		4

Summer

Transfer students may need to satisfy some requirements in the summer term.

Term Units 0

Third Year

Fall		Units
STAT 301Q	Business Statistics	1
FINA 311	Financial Management	1
MKTG 316	Consumer Dynamics	1
General Elective		1
Term Units		4

Spring

Junior Seminar		1
MKTG 318	Marketing Research	1
General Elective		1
General Elective		1
Term Units		4

Fourth Year

Fall		Units
MKTG Major Elective		1
MKTG Major Elective		1
General Elective		1
General Elective		1
Term Units		4

Spring

MKTG 450	Marketing Strategy	1
MGMT 495	Strategic Management	1
MKTG Major Elective		1