

*The following roadmap is a sample academic planning resource. Please consult your academic advisor and Academic Catalog for graduation requirements as you develop your individualized academic plan.

College: College of Business

Degree: BS – Bachelor of Science

Major: Business (Marketing)*

Term #	Course #	Course Title	Units
1	MATH 24	Modern Business Mathematics	3
	ECON 1B	Introduction to Microeconomics Analysis	3
	ENGL 5	Accelerated Academic Literacies	3
	MIS 10	Business Applications	2
	X	General Education Requirement Area E	3
		Semester Total	14
2	ACCY 1	Accounting Fundamentals	3
	MGMT 10	Introduction to Business Law	3
	ECON 1A	Introduction to Macroeconomics Analysis	3
	X	General Education Requirement Area A1	3
	X	General Education Requirement Area F	3
		Semester Total	15
3	ACCY 2	Managerial Accounting	3
	STAT 1	Introduction to Statistics	3
	X	General Education Requirement Area A3	3
	X	General Education Requirement Area C2	3
	X	American Institutions (US HIST)	3
		Semester Total	15
4	X	American Institutions (GOVT)	3
	ENGL 20	College Composition II	3
	X	General Education Requirement Area B2	3
	X	General Education Requirement Area C1	3
	X	General Education Requirement Area C	3
		Semester Total	15

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Term #	Course #	Course Title	Units
5	X	General Education Requirement Area B1	3
	X	General Education Requirement Area B3	1
	DS 101	Introduction to Business Analytics	3
	MKTG101	Principles of Marketing	3
	MGMT 102	Business Communications	3
	X	Elective	3
		Semester Total	16
6	HROB 101	The Management of Contemporary Organizations	3
	MKTG 121	Marketing Research and Information	3
	X	MKTG Group B Elective	3
	OPM 101	Operations Management	3
	X	Upper Division General Education Requirement Area D	3
		Semester Total	15
7	MKTG 122	Buyer Behavior	3
	X	MKTG Group B Elective	3
	MIS 101	Computer Information Systems for Management	3
	FIN 101	Business Finance	3
	X	Upper Division General Education Requirement Area B5	3
		Semester Total	15
8	GM 105	Strategic Management	3
	MKTG 129	Marketing Management	3
	X	MKTG Group B Elective	3
	X	MKTG Group B or C Elective	3
	X	Upper Division General Education Requirement Area C and Writing Intensive	3
		Semester Total	15