

Mustang Academic Plan

Program	Bachelor of Science: Marketing
Total Credits	120
Catalog	2020-2021

The plan below is **one** of several possible ways for you to complete this degree.
 Your individualized plan may look different if you have already fulfilled some requirements.
 Your Financial Aid Award may require additional term credits for full-time funding.

Curriculum	Course	Course Title	Credits	Take When	Total Credits
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120.00

1st Year: Fall 2020 - Spring 2021

MATH Course:	MnTC Goal 04: Math/Logical Reasoning	MATH115	Finite Mathematics	3.00	1st Fall	16.00
MATH Course:	MnTC Goal 04: Math/Logical Reasoning	MATH140	Calculus:A Short Course			
MATH Course:	MnTC Goal 04: Math/Logical Reasoning	MATH150	Calculus I			
Business Core:		MGMT101	Introduction to Business	3.00	1st Fall	
Complete ENG 151	MnTC Goal 01: Communication	ENG151	Academic Writing	4.00	1st Fall	
	LEP Graduation Requirement	LEP	First Year Seminar: Discover, Engage, Lead	3.00	1st Fall	
	MnTC Goal 05: History,Social&Behavioral Sci			3.00	1st Fall	
Complete COMM110	MnTC Goal 01: Communication	COMM110	Essentials of Speaking and Listening	3.00	1st Spring	15.00
Business Core:	MnTC Goal 05: History,Social&Behavioral Sci	ECON201	Principles of Microeconomics	3.00	1st Spring	
Business Core:		FIN230	Business Statistics I	3.00	1st Spring	
Business Core:		MGMT221	Computer Concepts and Applications	3.00	1st Spring	
Business Core:		MKTG301	Principles of Marketing	3.00	1st Spring	

2nd Year: Fall 2021 - Spring 2022

Business Core:		ACCT211	Principles of Accounting I	3.00	2nd Fall	16.00
Business Core:		ECON202	Principles of Macroeconomics	3.00	2nd Fall	
	MnTC Goal 01: Communication	ENG251	Writing in Professions	3.00	2nd Fall	
	MnTC Goal 03: Natural Sciences			4.00	2nd Fall	
	MnTC Goal 06: The Humanities and Fine Arts			3.00	2nd Fall	
Business Core:		ACCT212	Principles of Accounting II	3.00	2nd Spring	16.00
Business Core:		MGMT300	Management Principles	3.00	2nd Spring	
Marketing Core:		MKTG331	Professional Selling	3.00	2nd Spring	
	MnTC Goal 03: Natural Sciences			4.00	2nd Spring	
	MnTC Goal 06: The Humanities and Fine Arts			3.00	2nd Spring	

3rd Year: Fall 2022 - Spring 2023

Business Core:		BLAW305	Legal Environment and Contract Law	3.00	3rd Fall	15.00
Marketing Core:		MKTG381	Advertising Management	3.00	3rd Fall	
Marketing Core:		MKTG421	Business-to-Business Marketing	3.00	3rd Fall	
	MnTC Goal 08: Global Perspective			3.00	3rd Fall	
	MnTC Goal 09: Ethical & Civic Responsibility			3.00	3rd Fall	
Business Core:		FIN350	Managerial Finance	3.00	3rd Spring	15.00
International Course		See Below		3.00	3rd Spring	
Marketing Electives:		See Below		3.00	3rd Spring	
	MnTC Goal 10: People and the Environment			3.00	3rd Spring	
General Elective/Minor Course:		3XX-4XX		3.00	3rd Spring	

4th Year: Fall 2023 - Spring 2024

Marketing Core:		MKTG441	Marketing Research	3.00	4th Fall	12.00
Marketing Electives:		See Below		3.00	4th Fall	
	MnTC Goal 07: Human Diversity			3.00	4th Fall	
General Elective/Minor Course:		3XX-4XX		3.00	4th Fall	
Marketing Core:		MKTG491	Strategic Marketing Policy	3.00	4th Spring	15.00
Marketing Electives:		See Below		3.00	4th Spring	
General Elective/Minor Course:				9.00	4th Spring	

International Elective: Choose from the following list

Curriculum	Fall Offering	Spring Offering	Goals	Course	Course Title	Credits
International Elective	All Years			ECON470	International Business & Economics	3.00
International Elective	All Years			MGMT440	International Management	3.00
International Elective		All Years		MKTG471	International Marketing	3.00

Marketing Electives: Choose from the following list

Curriculum	Fall Offering	Spring Offering	Goals	Course	Course Title	Credits
Marketing Electives:	All Years			MKTG321	Retail Management	3.00
Marketing Electives:	All Years			MKTG391	Consumer Behavior	3.00
Marketing Electives:				MKTG411	Integrated Marketing Communications (IMC)	3.00
Marketing Electives:		All Years		MKTG431	Sales Management	3.00
Marketing Electives:		All Years		MKTG451	e-Marketing	3.00
Marketing Electives:	All Years			MKTG452	Social Media Marketing	3.00
Marketing Electives:	All Years			MKTG461	Entrepreneurship	3.00
Marketing Electives:		All Years		MKTG471	International Marketing	3.00
Marketing Electives:	All Years	All Years		MKTG499	Internship in Marketing	1.00-6.00
Marketing Electives:				ART 141	Digital Publishing	3.00
Marketing Electives:	All Years			ART 240	Concepts of Graphic Design	3.00
Marketing Electives:		All Years		BADM355	Business Law II	3.00
Marketing Electives:	All Years	All Years		COMM200	Small Group Communication	3.00
Marketing Electives:	All Years			COMM210	Introduction to Public Relations	3.00
Marketing Electives:	All Years			COMM303	Professional Presentations	3.00
Marketing Electives:	All Years	All Years		MGMT333	Conflict Resolution	3.00
Marketing Electives:	Dept Discretion		09	PHIL105	Ethical Issues in Business	3.00
Marketing Electives:		Odd Years		PSYC318	Group Dynamics	3.00
Marketing Electives:				PSYC358	Industrial/Organizational Psychology	3.00