

Marketing

Degree Audit

2017-2018

Requirements	Hours	Hours Complete and Grade	Hours in Progress	Hours Needed
ACCT 201: Intro to Mngt Acct	3			
ECON 211: Princ. Of Microecon	3			
ECON 212: Princ. Of Macroecon	3			
MATH 123: Practical Statistics	3			
MIS 220: Mngt. Info. Systems	3			
MNGT301: Managing Org	3			
MNGT 315: Legal Environment	3			
MKTG 201 (formerly MNGT 381): Princ. Of Marketing	3			
MKTG 325: Principles of Selling	3			
MKTG 385: Marketing Research	3			
MKTG 386 (formerly MNGT 386): Consumer Behavior	3			
MKTG 388 (formerly MNGT 388): Global Mktg	3			
MASS 375: Digital Communication	3			
COMM 314: Persuasion	3			

2 courses chosen from: COMM 385; MASS 111, 225, 230; GRPH 201, 230, 250

	3			
	3			

Senior Capstone

MKTG 432: Marketing Strategy	3			
------------------------------	---	--	--	--

Student Signature and Date	Advisor Signature and Date