

# **FIRST YEAR**

Fall Semester

**ACCT 102** 

**ECON 110** 

**MGMT 095** 

**MGMT 100** 

**WRTG 105** 

World Lang 101

### **Spring Semester**

**ACCT 103** 

**ECON 112** 

**DANL 100** 

**ECON 205** 

World Lang 102

# **SECOND YEAR**

**Fall Semester** 

**DANL 200** 

**INTD 205** 

Scientific Reasoning

Global Soc: DPP

Global Soc: WCV

## **Spring Semester**

**MGMT 263** 

**FNCE 311** 

Math/Quantitative

Global Soc: CAI

Global Soc: SST

## **THIRD YEAR**

**Fall Semester** 

**MKTG 331** 

**MKTG 300** 

Elective

Elective

Elective

## **Spring Semester**

**MGMT 355** 

**MKTG 333** 

**MKTG 341** 

Elective

Elective

# **FOURTH YEAR**

**Fall Semester** 

**MKTG 338** 

MKTG Elective

**MKTG Elective** 

**INTEG & APPL** 

Elective

Elective

**Spring Semester** 

MGMT 390

MKTG Elective

**INTEG & APPL** 

Elective

Elective

Elective

### **SKILLS**

- Career & Self-Development
- Critical Thinking
- Quantitative, Computational and Symbolic Reasoning
- Leadership & Collaboration

# **CAREERS**

Social Media Marketing
Brand Management
Content Marketing
Copywriting
Product Marketing
Growth Marketing
PR/ Communications



- KEY: MAJOR COURSE GENERAL EDUCATION REQUIREMENT
  - ELECTIVE COURSE INTEGRATIVE & APPLIED LEARNING

