

Road Map - Retailing

	Fall _____	Spring _____	Summer _____	Total Units
Year 1	GE/IHE: BUS 1010 ¹ (3) GE A1: COMM 1100 (3) GE A2: ENGL 1010 (3) GE C1: one course ² (3) GE B4: MATH 1020 (3) 15	FIN 2050 (3) ECON 2010 ³ (3) Am. Institutions: U.S. Constitution and S&L (3) GE A3: any course ⁴ (3) GE B1: one course (3) 15		30
Year 2	UNIV 400 (WPE) (3) ACCT 2100 (3) ECON 2020 (3) GE B2: one course (3) Am. Institutions: U.S. History (3) GE C2: one course (3) 15	ACCT 2110 (3) GE D: one course other than BUS 2500 or ECON 1500 (3) MKT 3100 (3) BUS 3050 (5) (3) CIS 3010 (3) 15		30
Year 3	MGMT 3070 (3) ECON 3060 ⁶ (3) MKT 3200 (3) MKT 3400 (3) MKT 3600 (3) 15	MGMT 3060 (3) MGMT 3080 ⁶ (3) MKT 4610 (3) MKT 3800 (3) MKT Elective (3) 15		30
Year 4	BUS 4150 (3) FIN 3030 (3) MKT 4600 (3) MKT Elective (3) Free Elective (3) 15	BUS 4970 (3) MKT 3950 (UD GE D (CL)) ¹ (3) MKT Elective (3) Free Elective (3) Free Elective (3) 15		30
				120

Note 1: Two Civic Learning (*cl*) courses are required in GE. BUS 101 counts one and the other must be completed in UD GE, MKT 3950 double counts for the UD GE (*cl*) requirement and a retailing elective;

Note 2: Two diversity courses (*d*) are required in GE. At least one must be a Race/Ethnicity (*re*) course;

Note 3: ECON 2010 or ECON 2020 is double-counted as one course in GE D;

Note 4: A3 is the prerequisite for WPE;

Note 5: Two writing intensive courses (*wi*) are required. At least one of them must be in the major (BUS 3050);

Note 6: ECON 3060 and MGMT 3080 are both double-counted in UD GE;

Choosing the FREE ELECTIVES and your GE courses correctly, you can also complete a minor such as Marketing, Social Media or Sustainability Marketing. Please see a CBE Adviser.