

Road Map -- Marketing Option

	Fall _____	Spring _____	Summer _____	Total Units
Year 1	GE/IHE: BUS 1010 <sup>1</sup> (3) GE A1: COMM 1100 (3) GE A2: ENGL 1010 (3) GE C1: one course <sup>2</sup> (3) GE B4: MATH 1020 (3) 15	FIN 2050 (3) ECON 2010 <sup>3</sup> (3) Am. Institutions: U.S. Constitution and S&L (3) GE A3: any course <sup>4</sup> (3) GE B1: one course (3) 15		30
Year 2	UNIV 400 (WPE) 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 <sup>5</sup> (3) CIS 3010 (3) 15		30
Year 3	MGMT 3070 (3) ECON 3060 <sup>6</sup> (3) MKT 3200 (3) MKT 3210 (3) MKT 3400 (3) 15	MGMT 3060 (3) MGMT 3080 <sup>6</sup> (3) MKT 3700 or 4460 or 4461 <sup>7</sup> (3) MKT 3800 (3) Free Elective (3) 15		30
Year 4	BUS 4150 (3) FIN 3030 (3) MKT 3700 or 4460 or 4461 <sup>7</sup> (3) MKT Elective (3) Free Elective (3) 15	BUS 4970 (3) MKT 4449 (3) MKT 3950 (UD GE D (CL)) <sup>1</sup> (3) MKT Elective (3) Free Elective (3) 15		30
				120

Note 1: Two Civic Learning (*cl*) courses are required in GE. BUS 1010 counts one and the other must be completed in UD GE, MKT 3950 double counts for the UD GE (*cl*) requirement and a marketing 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;

Note 7: Must take and complete two of the three listed courses

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