

Fall	College English 1 Minimum grade C- Pre: ACT 20 or ENGL 011 or Placement Exam *non native-speaker	College Algebra Minimum grade C- Pre: ACT 20 or Math 012 or Placement Exam	Public Speaking Minimum grade C-	Exploring the World of Business	New Freshmen Only — Transfer Students	Excel Minimum grade C- Pre/Corequisite-MATH 111
Spring	College English 2 Minimum grade C- Pre: ENGL 101 or ENGL 100	Introduction to Business Statistics Pre: Math 111 or Math 123 or Math 112 or Math 144 or Math 242	Statistical Software Application Pre: Math 111 or MATH 144, BADM 162	GenEd	GenEd	
Fall	Marketing Minimum grade C+ Pre: ENG 102, COMM 111,	Financial Accounting Pre: BADM 162, Math 111 or MATH 144	Principles Macroeconomics GenEd	Entrepreneurial Experience Pre: ENGL 101,102, COMM 111 GenEd	GenEd	Note: Open elective hours are 100 level and above course options to meet the 120 degree hours required.
Spring	Consumer Behavior Pre: MKT 300 with C+	Marketing Research Pre: MKT 300 with C+, ECON 231, ECON 232	Managerial Accounting Pre: ACCT 210, BADM 162, Math 111 or MATH 144	Principles Microeconomics Pre: ECON 201 or ECON 201H GenEd		Note: MKT 403- Consumer Behavior is online in Spring semester only. In-person only in Fall.
Fall	Digital Marketing Pre: MKT 405	Website Strategy and Development Pre: MKT 405	Business Calculus Pre: Math 111 or Math 112 or Math 123 (C-) GenEd	Financial Management-Fund. Valuation Analysis Pre-reqs: 45 Credit Hrs, ECON231, ECON232, ACCT210, ECON202 Pre/Co-Req:ACCT 220		MKT 710 and MKT 750B are planned to be taught as consecutive 8 week classes : MKT 607 is spring only. ENTR 453 is fall only.
Spring	Choose One: MKT 607, ENTR 453, MKT 690I	Principles of Management Pre: ENGL 101	Operations Management Pre: ECON, 231, BADM 162			
Fall	Social Media Marketing Pre: MKT 405	International Business pre: Junior standing recommended GenEd	Legal Environment of Business Pre: ENGL 101, 102, COMM 111, MATH 111 or MATH 144			Students are encouraged to take MKT 690N- Customer Journey Analytics as an open elective
Spring	Marketing Programs Pre: MKT 403, MKT 405, senior standing Needs approval: see advisor					