

2026-2027

Academic Worksheet

MARKETING

GENERAL
EDUCATION

Core Competencies

Breadth

Principles

Name

ID#Matriculated

Minimum Unit Requirement	120
Major and BBA Core	60
General Education	49
Unrestricted Electives	11

Preparatory Requirements	
WRIT 114 Academic Writing Workshop	0
MATH 100 Pre-Statistics	3

Minor Requirements

Minor Program

CourseSemester

CourseSemester

CourseSemester

CourseSemester

CourseSemester

CourseSemester

1 st YEAR	Fall			WU	TRANSFER
	MGMT 100	Fund of Business Enterprise	3		
	WRIT 113	First-Year Academic Writing	3		
	INDS 1	Interdisciplinary Core Elective	3		
	ENVT 220	Environmental Studies	3		
		Unrestricted Elective	3		
		Unrestricted Elective	1		
	Spring				
	MGMT 110	Legal Environment of Business	3		
	MDST 120	Public Speaking	3		
		General Education Elective	3		
	LSCI 105	Information Theory Elective	1		
	MATH 220	Business Math	3		
	PSYC	Psychology Elective	3		

2 nd YEAR	Fall			WU	TRANSFER
	ACCT 205	Financial Accounting	3		
		Natural Science with Lab Elective	3		
	MATH 226	Business Statistics	3		
	ECON	Economics Elective	3		
	WRIT 313	Advanced Academic Writing	3		
	Spring				
	MRKT 301	Principles of Marketing	3		
	ACCT 206	Managerial Accounting	3		
		Art History Elective	3		
		Unrestricted Elective	3		
		Business Elective	3		

3 rd YEAR	Fall			WU	TRANSFER
	MGMT 326	Management & Org Behavior	3		
	MRKT 310	Consumer Behavior	3		
		Business Elective	3		
		Unrestricted Elective	3		
	FINA 360	Financial Management	3		
	Spring				
	MGMT 236	Management Info Systems	3		
	MGMT 350	Business Ethics	3		
	MRKT 355	Market Research and Analysis	3		
	MRKT 3/4	UD Marketing Elective	3		
	3	UD Interdisciplinary Elective	3		
		Unrestricted Elective	1		

4 th YEAR	Fall			WU	TRANSFER
	MRKT 400	Pricing Strategies and Tactics	3		
	MRKT 3/4	UD Marketing Elective	3		
	MGMT 400	Operation Management	3		
	MGMT 461	Leadership	3		
	3	UD General Education Elective	3		
	Spring				
	MRKT 451	Strategic Marketing	3		
	MRKT 490	Internship	3		
	MGMT 483	Business Policy and Strategy	3		
	MRKT 3/4	UD Marketing Elective	3		