

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 _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

Course _____ Semester _____

1st 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	_____	_____

2nd 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	_____	_____

3rd 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	_____	_____

4th 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	_____	_____