



Anisfield School of Business

B.S. in Marketing

Recommended Four-Year Plan (Fall 2021)

The recommended four-year plan is designed to provide a blueprint for students to complete their degrees within four years. Students must meet with their Major Advisor to develop a more individualized plan to complete their degree. This plan assumes that no developmental courses are required. If developmental courses are needed, students may have additional requirements to fulfill which are not listed in the plan and may extend degree completion.

NOTE: This recommended Four-Year Plan is applicable to students admitted into the major during the 2021-2022 academic year.

First Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
Gen Ed: INTD 101-First Year Seminar	4		Gen Ed: Scientific Reasoning	4	
Gen Ed: CRWT 102-Critical Reading & Writing II	4		Gen Ed: Historical Perspectives	4	
Gen Ed: SOSOC 110-Social Science Inquiry	4		School Core: ECON 102-Intro. to Macroeconomics	4	
Gen Ed: Quantitative Reasoning (MATH 108, 110 or 121 required for ASB majors; MATH 108 is highly recommended)	4		School Core: INFO 224-Principles of Information Technology	4	
			Career Pathways Module 1: PATH SB 1 Self-Assessment	Degree Rqmt.	
			Recommended: BADM 120 Excel Expert Certification Prep*	2	
Total:	16		Total:	18	

Second Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
Gen Ed: AIID 201-Studies in the Arts & Humanities	4		Gen Ed: Distribution Category (Values & Ethics) (BADM 301 Ethics in Business double counts for Values & Ethics and School Core)	4	
Gen Ed: Global Awareness	4		Gen Ed: Distribution Category (Systems, Sustainability, & Society OR Culture & Creativity) (Must be outside of ASB)	4	
School Core: ECON 101-Microeconomics	4		School Core: ACCT 221-Principles of Financial Accounting	4	
School Core: BADM 225-Management Statistics	4		School Core: MKTG 290-Marketing Principles & Practices	4	
Career Pathways Module 2: PATH SB 2 Resume/LinkedIn Profile/Cover Letter	Degree Rqmt.		Career Pathways Module 3: PATH SB 3 Interviewing Skills	Degree Rqmt.	
Total:	16		Total:	16	

Third Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
School Core: BADM 223-Business Law I	4		School Core: FINC 301-Corporate Finance I	4	
School Core: ACCT 222-Principles of Managerial Accounting	4		School Core: International Category (ASB)	4	
MKTG 330-Marketing Research	4		MKTG 310-Consumer Behavior	4	
MKTG Elective	4		MKTG 320-Integrated Marketing Communication	4	
Total:	16		Total:	16	

Fourth Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
School Core: MGMT 302-Managing Organizational Behavior	4		School Core: BADM 495-Strategic Management	4	
School Core: MGMT 370 Operations Management	4		School Core: BADM 301 Ethics in Business or INFO 315 Computer Law & Ethics (if needed) OR Elective	4	
MKTG 430-Marketing Management	4		Elective	4	
MKTG Elective	4		Elective	4	
Total:	16		Total:	16	

Total Credits Required: 128 credits

Required GPA for Graduation: 2.0 (overall **and** in the major)

Students must earn a grade of “C” or better in MKTG 290 in order to take MKTG 310 Consumer Behavior, MKTG 320 Integrated Marketing Communication, and MKTG 330 Marketing Research.

*BADM 120 Excel Expert Certification Prep (2 cr.) is recommended for all Marketing majors in the first year, second semester.