Required catalog year
2021-2022

Year 4
- MKTG Elective
- MKTG Elective
- MKTG Elective
- MKTG Elective

Year 3
- MGMT 301
  Management &
  Organizational Behavior
- DSCI 304
  Production & Operations
  Management
- DSCI 232
  Business Statistics
- FINC 303
  Business Finance
- MKTG 320
  Marketing Research
- MKTG 329
  Consumer Behavior
- MKTG 315
  Managerial Marketing
- MKTG 425*
  Strategic Marketing

Year 2
- BLAW 205
  Business Law
- MATH 116* or 120
  Calculus
- MATH 104 or MATH 250
  Statistics
- INFM 220
  Management
  Information Systems
- ACCT 204
  Managerial Acct
- ACCT 203
  Financial Acct
- ECON 201
  Macroeconomics
- ECON 200
  Microeconomics

Year 1
- Placement or MATH 110* is a
  prereq for MATH116*.
- Placement or MATH 111 is a
  prereq for MATH 120.
- Placement or any100-level MATH
  course is a prereq for MATH 104.
- Placement or MATH 116* with a C-
  or better or MATH 111 or MATH
  120 is a prereq for MATH 250.
- INFM 220
  Management
  Information Systems
- MATH 104 or MATH 250
  Statistics
- Placement or MATH 110* is a
  prereq for MATH116*.
- Placement or MATH 111 is a
  prereq for MATH 120.
- Placement or any100-level MATH
  course is a prereq for MATH 104.
- Placement or MATH 116* with a C-
  or better or MATH 111 or MATH
  120 is a prereq for MATH 250.

Marketing Major Critical Path

The department recommends completion of MKTG 320, MKTG 329 and 1 MKTG elective prior to enrolling in capstone.

*Starting Fall 2021 - MATH 101 is MATH 110 College Algebra, MATH 101S is MATH 110S
College Algebra Support, and MATH 105 is MATH 116 Calculus for Business and Social Sciences

Revised 3/21