Marketing Major Critical Path
Catalog Year 2022-2023

Year 4
- MKTG 425
  Strategic Marketing

Year 3
- MKTG 329
  Consumer Behavior
- MKTG 320
  Marketing Research & Consumer Insights
- FINC 303
  Business Finance
- DSCI 304
  Production & Operations Management
- DSCI 232
  Business Statistics
- MGMT 301
  Management & Organizational Behavior
- BLAW 205
  Business Law
- MKTG 425
  Marketing Elective
- Marketing Elective
- Marketing Elective
- Marketing Elective

Year 2
- MKTG 302
  Marketing
- ACCT 204
  Managerial Accounting
- ACCT 203
  Financial Accounting
- DSCI 232
  Business Statistics
- INFM 220
  Management Information Systems
- MKTG 315
  Marketing Management
- MKTG 329
  Marketing Elective
- Marketing Elective
- Marketing Elective

Year 1
- ECON 201
  Macroeconomics
- ECON 200
  Microeconomics
- 3 credits of MATH
  MCY 104 or 250
  Statistics
- MATH 104 or 250
  Calculus
- Placement or prerequisite required. See math.cofc.edu for info.
- MGMT 105
  Management
- MGMT 105
  is a good introductory course
- ANF 108
  Macroeconomics
- INFM 220
  Management Information Systems
- MKTG 302
  Marketing
- MKTG 302
  Marketing
- MKTG 329
  Marketing
- MKTG 329
  Marketing

An approved internship can count as an elective.