



### PROGRAM: Marketing

This plan is an example of how you can earn your degree in four years.  
You may work with your advisor to customize the plan to fit your circumstances.

#### 2020-21

FALL	cr.	SPRING	cr.	J. TERM & SUMMER	cr.
FYS Frame	3	INT 1053 Soundings II	.5		
ENG 1061 Eng Comp	3	ENG 1070 Effective Speaking	3		
INT 1051 Soundings I	1	BUS 2370 Business Com	3		
BUS 2230 Principles of Mkt	3	BUS 2020 Principles of Mgt	3		
BUS 1270 Principles of Comp	3	S&B Frame	3		
MAT 2021 Stats I (S&M frame)	3	MAT 2022 Stats II (S&M frame)	3		
		Quantitative Reasoning Exam			

NOTES:

Total credits after Year One (THINK 30): 31.5

#### 2021-22

FALL	cr.	SPRING	cr.	J. TERM & SUMMER	cr.
ENG 2260 Touchstones	3	ACC 3010 Managerial Acct	3		
ACC 2101 Accounting I	3	BUS 3035 Case Studies	3		
ECO 2040 Macro	3	Select 2 of 5 BUS	3		
WV Frame	3	S&B Frame	3		
Elective/Minor 1	3	Elective/Minor 2	3		
Information Literacy Exam					

NOTES:

Total credits after Year Two (THINK 60): 61.5

**\*Menu of Gen Ed courses**

-ENG 1070 Effective Speaking -10 cr. Scientific & Mathematical Understanding

-2 WI courses -6 cr. Aesthetic Understanding

-1 CI course -6 cr. Social & Behavioral Understanding

-1 SI course -6 cr. World Views

## 2022-23

FALL	cr.	SPRING	cr.	J.TERM & SUMMER	cr.
INT 3054 Jr. Soundings	.5	BUS 3131 Business Law	3		
BUS 3230 Principles of Finance	3	BUS 3210 Advertising	3		
BUS 3060 Consumer Behavior	3	BUS Elective	3		
BUS Elective	3	WV Frame	3		
S&M Frame	4	Elective/Minor 4	3		
Elective/Minor 3	3				
		<i>submit Application for Degree</i>			

NOTES:

Total credits after Year Three (THINK 90): 93

## 2023-24

FALL	cr.	SPRING	cr.	J.TERM & SUMMER	cr.
ECO 2050 Micro	3	BUS 4080 Strategic Mgt	3		
BUS 4030 Mkt Research	3	BUS 4040 Mkt Strategy	3		
Select 2 of 5 BUS	3	Free Elective	3		
AU Frame	3	Elective/Minor 6	3		
Elective/Minor 5	3				

NOTES: *Need at least 120 cr. to graduate*

Total credits after Year Four (THINK 120): 120

### We strongly encourage you to:

- **Get involved on campus:** Join (or start) a club. Serve as an SOS. Apply to be a CA. Be a tutor. Play intramurals. Participate in SGA, a singing group, WIUV, the Spartan newspaper, a theater production, Green Campus Initiative, the Athletic Band, etc.
- **Expand your academic program:** Complete a minor. Earn the Certificate in Civic Engagement or the Certificate in Global Studies. Take a foreign language. Study abroad. Visit the Academic Support Center. Meet with your academic advisor every semester.
- **Explore career options:** Visit Career Services early and often. Get an internship. Attend the Career & Grad School Fair. Go to the Part-Time Job Fair. Do research with a professor. Join your field's professional organization. Investigate graduate school options.

- **Serve the community:** Take a Civic Engagement course. Join the Mentoring Program. Participate in Alternative Spring Break. Volunteer off-campus for a community organization (e.g. Habitat for Humanity, Meals on Wheels, the Boys & Girls Club, etc.).