

BACHELOR OF ARTS IN MARKETING PROGRAM BREAKDOWN BY TERM**		
Course Number	Course Title	Credit Hours
Term 1		
ENC1101	English Composition I*	3
SPC1600	Introduction to Public Speaking*	3
EVR1009	Environmental Science*	3
MAC1105	College Algebra*	3
PHI2600	Introduction to Ethics*	3
Term 2		
ENC1102	English Composition II*	3
EUH1001	Western Civilization I*	3
BSC1005	General Biology*	3
HLP1081	Total Wellness*	3
STA2023	Statistics*	3
Term 3		
AML2020	American Literature*	3
ECO2013	Principles of Macroeconomics*	3
GE1011	Introduction to Business	3
ACG2001	Principles of Accounting I	3
MAR1011	Principles of Marketing	3
Term 4		
ECO2023	Principles of Microeconomics*	3
MAR2141	International Marketing	3
MKA1511	Advertising	3
MKA1021	Business Management and Consumer Behavior Analysis	3
MKA2932	Marketing Management	3
Term 5		
ACG2011	Principles of Accounting II	3
PS20120	General Psychology*	3
WH20400	World History*	3
FR11210	French I	3
MA30110	Distribution Channels	3
Term 6		
MK30220	Services Marketing	3
IN40320	Global Business Strategy	3
MA30420	Consumer Behavior	3
FIN2220	Finance	3
MK30610	Business To Business Marketing	3
Term 7		
MA30710	Brand Management	3
MA30510	Organizational Behavior	3
MA30610	Leadership and Communication	3
MA30810	Marketing Research	3
IN30220	Negotiation	3
Term 8		
MA30320	E-Marketing	3
MA30120	Business Management	3
MA30520	Pricing and Profitability Decision Making	3
MA40920	Promotion Management & Integrated Marketing Communications	3
CA40060	Marketing Capstone	3
	TOTAL CREDITS:	120

*General Education Classes.

General education classes are composed of **45 credits** and are those University-level courses designed to place emphasis on principles and theory rather than on practical applications associated with a vocational, occupational, or professional objective.

** Subject to Change