

B.S.B.A.MARKETING/COMPREHENSIVE MARKETING - COURSE SEQUENCING GUIDE
Effective Fall Semester 2007, FA 2008

A grade of C or better is required in all courses.

_____	MAR	3023	Marketing Fundamentals (45 Semester Hours Completed)
_____	MAN	3025	Management Fundamentals (45 Semester Hours Completed)
_____	ENC	3250	Professional Writing (ENC 1102)
_____	or	GEB	3213 Writing for Business (ENC 1102)
_____	ACG	3311	Applied Managerial Accounting (ACG 2071)
_____	BUL	3130	Legal Environment of Business (None)

_____	MAR	3503	Consumer Behavior (MAR 3023)
_____	MAN	3504	Operations Management (STA 2023)
_____	FIN	3403	Managerial Finance (ACG 2071, ECO 2023, STA 2023, and MAC 2233)
_____	MAR Elective	3/4000	Upper Level (Check for prerequisites)
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_____	MAR	4613	Marketing Research (STA 2023 and MAR 3023)
_____	MAR Elective	3/4000	Upper Level (Check for prerequisites)
_____	MAR Elective	3/4000	Upper Level(Check for prerequisites)
_____	ISM	3011	E-Business: Systems Fundamentals (CGS 2570)
_____	GEB	3453	Business Ethics and Stakeholder Management (ACG 2071, ECO 2023, and MAN 3025)

_____	MAR	4803	Marketing Strategy (MAR 3023, MAR 3503, ACG 3311, FIN 3403)
_____	MAR Elective	3/4000	Upper Level (Check for prerequisites)
_____	GEB	4361	Business in the International Environment (FIN 3403, MAN 3025, and MAR 3023)
_____	ELECTIVE		Upper Level Major Related (Check for prerequisites)
_____	MAN	4720	Policy Analysis and Formulation (ACG 3311, FIN 3403, MAN 3504, MAR 3023, (Senior Standing)

NOTE: PREREQUISITE COURSES INDICATED IN PARENTHESES ARE REQUIRED

Signature _____ **Date** _____