

B.S.B.A. MARKETING/E-COMMERCE MARKETING - COURSE SEQUENCING GUIDE
Effective Fall Semester 2007

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)

_____ ISM 3011 E-Business: Systems Fundamentals (CGS 2570)

_____ ACG 3311 Applied Managerial Accounting (ACG 2071)

_____ ENC 3250 Professional Writing (ENC 1102)

_____ or GEB 3212 Writing for Business (ENC 1102)

_____ MAR 3503 Consumer Behavior (MAR 3023)

_____ MAR 4721 Internet Marketing Principles (MAR 3023)

_____ MAR Elective 3/4000 Level (Check for prerequisites)

_____ FIN 3403 Managerial Finance (ACG 2071, ECO 2023, STA 2023, and MAC 2233)

_____ MAN 3504 Operations Management (STA 2023)

_____ MAR 4613 Marketing Research (STA 2023 and MAR 3023)

_____ MAR Elective 3/4000 Level (Check for prerequisites)

_____ MAR 4728 High Tech Product Marketing Strategy (MAR 3023) **(Fall Only)**

_____ GEB 3453 Business Ethics and Stakeholder Management (ACG 2071, ECO 2023, and MAN 3025)

_____ GEB 4361 Business in the International Environment (FIN 3403, MAN 3025, and MAR 3023)

_____ MAR 4803 Marketing Strategy (MAR 3023, MAR 3503, ACG 3311, FIN 3403)

_____ MAR 4880 Internet Marketing Management (MAR 3023, MAR 4721) **(Spring Only)**

_____ BUL 3130 Legal Environment of Business (None)

_____ 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** _____