



Marketing 3-Year Completion Map

Freshman – Semester 1 (Fall)

Updated June 6, 2026

Course	Course Title	Critical	Recommended	AUCC	Credits
BUS100	Introduction to Business		X		1
CO150	College Composition (GT-C02)		X	1A	3
MATH	Complete 3 credits from the following:	X		1B	3
	MATH 117 – College Algebra in Context (GT-MA1) MATH 118 – College Algebra in Context II (GT-MA1) MATH 120 – College Algebra (GT-MA1) MATH 124 – Logarithmic and Exponential Functions (GTMA1) MATH 125 – Numerical Trigonometry (GT-MA1) MATH 126 – Analytic Trigonometry (GT-MA1) MATH 127 – Precalculus (GT-MA1) MATH 141 – Calculus in Management Sciences (GT-MA1) – (or higher level calculus course)				
Biological and Physical Sciences			X	3A	4
Elective					3

Total Credits: 14

Freshman – Semester 2 (Spring)

Course	Course Title	Critical	Recommended	AUCC	Credits
BUS225	Transforming Bus for Sustainable Impact (GT-AH3)		X	3B	3
BUS220	Ethics in Contemporary Organizations (GT-AH3)		X	3B	3
ECON202	Principles of Microeconomics (GT-SS1)	X		3C	3
Biological and Physical Sciences				3A	3
Elective					3

Total Credits: 15

Sophomore – Semester 3 (Summer)

Course	Course Title	Critical	Recommended	AUCC	Credits
ACT210	Introduction to Financial Accounting	X			3
CIS200	Business Information Systems		X		3
ECON204	Principles of Macroeconomics (GT-SS1)	X		3C	3
AUCC IC	Choose one course from AUCC IC list		X	1C	3
Elective					3

Total Credits: 15



Marketing 3-Year Completion Map

Sophomore – Semester 4 (Fall)

Course	Course Title	Critical	Recommended	AUCC	Credits
MKT300	Marketing	X		4B	3
ACT220	Introduction to Managerial Accounting	X			3
BUS260	Social-Ethical-Regulatory Issues in Business				3
STAT204	Statistics for Business Students				3
Historical Perspectives			X	3D	3
Elective					1

Total Credits: 16

Junior – Semester 5 (Spring)

Course	Course Title	Critical	Recommended	AUCC	Credits
MKT361	Buyer Behavior	X			3
MKT Elective	Complete 1 of the following courses:	X			3
	BUS361 – Principles of Music Marketing MKT315 – Marketing Communication Design MKT320 – Integrated Marketing Communications MKT330 – Business Customer Relationships MKT360/DM360 – Retailing MKT362 – Professional Selling MKT363 – Sales Management MKT364 – Product Design MKT365 – International Marketing MKT366 – Services Marketing MKT367 – Sports Marketing MKT370 – Digital Marketing MKT420 – Marketing and Societal Well-Being MKT440 – Pricing--Strategy, Tactics and Analysis MKT450 – Marketing Analytics MKT487 – Internship MKT492 – Seminar				
Advanced Writing	Complete 1 of the following courses:		X	2	3
	BUS300 – Business Writing and Communication (GT-CO3) JTC300 – Strategic Writing and Communication (GT-CO3) JTC301 – Corporate and Professional Communication (GT-CO3)				
FIN300	Principles of Finance		X	4A, 4B	3
Elective					3

Total Credits: 15



Marketing 3-Year Completion Map

Junior – Semester 6 (Summer)

Course	Course Title	Critical	Recommended	AUCC	Credits
MGT301	Supply Chain Management	X			3
MGT320	Contemporary Management Principles/Practices	X			3
CIS370	Business Analytics		X		3
Electives					6

Total Credits: 15

Senior – Semester 7 (Fall)

Course	Course Title	Critical	Recommended	AUCC	Credits
MKT410	Marketing Research	X			3
MKT Elective	Complete 2 of the following courses:	X			6
	BUS361 – Principles of Music Marketing MKT315 – Marketing Communication Design MKT320 – Integrated Marketing Communications MKT330 – Business Customer Relationships MKT360/DM360 – Retailing MKT362 – Professional Selling MKT363 – Sales Management MKT364 – Product Design MKT365 – International Marketing MKT366 – Services Marketing MKT367 – Sports Marketing MKT370 – Digital Marketing MKT420 – Marketing and Societal Well-Being MKT440 – Pricing--Strategy, Tactics and Analysis MKT450 – Marketing Analytics MKT487 – Internship MKT492 – Seminar				
Electives					6

Total Credits: 15



Marketing 3-Year Completion Map

Senior - Semester 8 (Spring)

Course	Course Title	Critical	Recommended	AUCC	Credits
MKT479	Marketing Strategy and Management	X			3
MKT Elective	Complete 1 of the following courses:	X			3
	BUS361 - Principles of Music Marketing MKT315 - Marketing Communication Design MKT320 - Integrated Marketing Communications MKT330 - Business Customer Relationships MKT360/DM360 - Retailing MKT362 - Professional Selling MKT363 - Sales Management MKT364 - Product Design MKT365 - International Marketing MKT366 - Services Marketing MKT367 - Sports Marketing MKT370 - Digital Marketing MKT420 - Marketing and Societal Well-Being MKT440 - Pricing--Strategy, Tactics and Analysis MKT450 - Marketing Analytics MKT487 - Internship MKT492 - Seminar				
BUS479	Strategic Management	X		4A, 4C	3
Electives					6

Total Credits: 15