

| or mrs 1314) | Name of Student: | | | |
|------------------------|------------------|-----------------|--------|--|
| | Student ID #: | Graduation Date | | |
| | Home Country: | | □iwork | |
| | Advisor: | Name | Date | |

Effective Date: 09/2017

| Required Courses | | | | | 15 Credits | | |
|---|---|---|---|---|--|--|--|
| Title | Hr. | Prerequisites | Offered | Sem. | Grade | | |
| Introduction to Commerce and Enterprise | 3 | | EWG | | | | |
| Principles of Microeconomics | | MATH 107 w/C- or better | F, W, S | | | | |
| Principles of Marketing Management | 3 | Either BUSM 180 or ECON 200 w/C- or better | F,W,S | | | | |
| Integrated Marketing Communications | 3 | Either BUSM 304 or HTM 304 w/B- or better | W,S | | | | |
| Marketing Research | 3 | BUSM 304 w/B- or better; Either MATH 221 or PSYC 205 w/C- or better | F,W | | | | |
| Strategic Marketing Management | 3 | BUSM 304 w/B- or better, and either BUSM 421 or 422 (Both 421 and 422 is preferred) | W,S | | | | |
| | Title Introduction to Commerce and Enterprise Principles of Microeconomics Principles of Marketing Management Integrated Marketing Communications Marketing Research | TitleHr.Introduction to Commerce and Enterprise3Principles of Microeconomics3Principles of Marketing Management3Integrated Marketing Communications3Marketing Research3 | Title Hr. Prerequisites Introduction to Commerce and Enterprise 3 Principles of Microeconomics MATH 107 w/C- or better Principles of Marketing Management 3 Either BUSM 180 or ECON 200 w/C- or better Integrated Marketing Communications 3 Either BUSM 304 or HTM 304 w/B- or better Marketing Research 3 BUSM 304 w/B- or better; Either MATH 221 or PSYC 205 w/C- or better Stretogic Morketing Management 3 BUSM 304 w/B- or better, and either BUSM | Title Hr. Prerequisites Offered Introduction to Commerce and Enterprise 3 F,W,S Principles of Microeconomics MATH 107 w/C- or better F,W,S Principles of Marketing Management 3 Either BUSM 180 or ECON 200 w/C- or better F,W,S Integrated Marketing Communications 3 Either BUSM 304 or HTM 304 w/B- or better W,S Marketing Research 3 BUSM 304 w/B- or better; Either MATH 221 or PSYC 205 w/C- or better F,W Stretogic Marketing Management 3 BUSM 304 w/B- or better, and either BUSM W,S | Title Hr. Prerequisites Offered Sem. Introduction to Commerce and Enterprise 3 F,W,S Principles of Microeconomics MATH 107 w/C- or better F,W,S Principles of Marketing Management 3 Either BUSM 180 or ECON 200 w/C- or better F,W,S Integrated Marketing Communications 3 Either BUSM 304 or HTM 304 w/B- or better; Either MATH 221 or PSYC 205 w/C- or better F,W Stretagic Marketing Management 3 BUSM 304 w/B- or better, and either BUSM wy S | | |

All passing grades will be accepted in fulfilling minor or certificate requirements.