

## 4.5.5 Sample Plan of Study

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#### **Marketing (MKT)**

#### Freshmen Year

<b>Semester 1</b>				<b>Semester 2</b>			
Course	Title	Cr.	Pre/ConP	Course	Title	Cr.	Pre/ConP
MAT 100	Introduction to Math (MAT&STA)	3		BUS 250	Business Organization and Management (Bus. Core)	3	ENL 100/ENGL 100
ENGL 100	English for Academic Studies (English Lan. & Com.)	3		MAT 150	Math for Business (MAT&STA)	3	MAT 100
ICT 100	Introduction to IT and Computing Essentials (Technology)	3		ENL 110	English Composition (English Lan. & Com.)	3	ENL 100/ENGL 100
GEE	General Education Elective (refer to course catalogue)	3		ECON 251	Microeconomics (Business Core)	3	MAT 100 or Passing MAT 110 or MA 158 or Passing Engineering Math placement test
GEE	General Education Elective (refer to course catalogue)	3		BUS 230	Technology and Research Methods (Business Core)	1	
				GEE	General Education Elective (refer to course catalogue)	3	
<b>Semester Credits = 15</b>				<b>Semester Credits = 16</b>			

#### Sophomore Year

<b>Semester 3</b>				<b>Semester 4</b>			
Course	Title	Cr.	Pre/ConP	Course	Title	Cr.	Pre/ConP
ACT 300	Financial Accounting (Business Core)	3	MAT 150 or MAT 200 or MA 223	HRM 300	Organizational Behavior (Business Core)	3	BUS 250, Sophomore
ECON 252	Macroeconomics (Business Core)	3	ENL 110, Sophomore	ACT 310	Managerial Accounting (Business Core)	3	ACT 300
COM 114	Fundamentals of Speech Communication (English Lan. & Com.)	3	ENL 100/ENGL 100	MAT 175	Calculus for Business (MAT&STA)	3	MAT 150
BUS 220	Business Law and Ethics (Business Core)	3	BUS 250	BUS 310	Introduction to Leadership (Business Core)	3	BUS 250
GEE	General Education Elective (refer to course catalogue)	3		GEE	General Education Elective (refer to course catalogue)	3	
<b>Semester Credits = 15</b>				<b>Semester Credits = 15</b>			

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**Junior Year**

<b>Course</b>	<b>Semester 5 Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>
MKT 300	Principles of Marketing Management (Business Core)	3	ECO 202/ECON 252, Junior
FIN 300	Managerial Finance (Business Core)	3	ACT 300, Sophomore
MIS 300	Management Information Systems (Business Core)	3	ICT 100, Junior
STA 200	Managerial Statistics (MAT&STA)	3	MAT 150
GEE	General Education Elective (refer to course catalogue)	3	

**Semester Credits = 15**

**Senior Year**

<b>Course</b>	<b>Semester 7 Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>
MKT 430	Professional Selling (MKT Concentration)	3	MKT 300, Junior
MKT 420	International Marketing Management (MKT Concentration)	3	MKT 300, Junior
MKT 480	e-Marketing (MKT Concentration)	3	MKT 300, Junior
MGT 450	Strategic Management (Business Core)	3	BUS 250, FIN 300, MKT 300, Senior
ENL 320	Writing in Business (English Lan. & Com.)	3	ENL 220/ENGL 220
BUS 300	Career Planning (Business Core)	1	Junior

**Semester Credits = 16**

**Semester 6**

<b>Course</b>	<b>Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>
MKT 410	Customer Relations and Consumer Behavior (MKT Concentration)	3	MKT 300, Junior
MKT 440	Advertising and Promotion (MKT Concentration)	3	MKT 300, Junior
ENGL 220	English Language in Professional Contexts (English Lan. & Com.)	3	ENL 110
MGT 320	Operation Management (Business Core)	3	BUS 250, STA 200 or STA 220, Junior
GEE	General Education Elective (refer to course catalogue)	3	

**Semester Credits = 15**

**Semester 8**

<b>Course</b>	<b>Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>
MKT 460	Marketing Planning and Research (MKT Concentration)	3	MKT 410, Senior
MKT 470	New Product Development (MKT Concentration)	3	MKT 410, Senior
MKT 490	Retailing and International Marketing (MKT Concentration)	3	MKT 300, Senior
MKT 400	Internship in Marketing (MKT Concentration)	3	MKT 300, Junior
GEE	General Education Elective (refer to course catalogue)	2	

**Semester Credits = 14**

**Total Minimum Credits Required for Graduation = 121**

**Minimum grade "C" is required for all concentration courses**

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