

18/19 Suggested Course for a 3-Year Degree in Marketing

<u>First Year, Fall Semester</u> Gen Ed ENG 101, Composition I 3 Gen Ed Science with lab 4 Gen Ed HIST 101 or 102, History of World Civ I or II 3 Gen Ed MIS 161, Introduction to Computers 3 Electives General or Minor electives (or MATH 131) 3 Total semester hours 16		<u>First Year, Spring Semester</u> Gen Ed ENG 102, Composition II 3 Gen Ed COMS 101, Foundations of Oral Comm 3 Gen Ed Science with lab 4 Gen Ed Mathematics 3 Core MIS 367, Management Information System 3 Total semester hours 16	
<u>First May Term</u> Core MK 351, Principles of Marketing 3	<u>First Summer I</u> Core QM 235, Quantitative Methods in Bus I 3 Core AC 221, Principles of Accounting I 3	<u>First Summer II</u> Core QM 236, Quantitative Methods in Bus II 3 Core AC 222, Principles of Accounting II 3	
<u>Full Summer – First Summer</u> Core MG 361, Principles of Mgmt & Org. Theory 3			
<u>Second Year, Fall Semester</u> Gen Ed ENG 231 or 232, Global Literature I or II 3 Gen Ed HIST 101 or 102 or Social & Behavioral Sci. 3 Major MK 353, Marketing Communications 3 Core FI 372, Business Finance 3 Core QM 363, Operations Management 3 Total semester hours 15		<u>Second Year, Spring Semester</u> Major MK 458, International Marketing 3 Core BL 283, Legal Environment of Business 3 Gen Ed ENG 231 or 232 or Humanities 3 Gen Ed Fine Arts or Humanities 3 Gen Ed Fine Arts 3 Total semester hours 15	
<u>Second May Term</u> Elective General or Minor electives 4	<u>Second Summer I</u> Gen Ed EC 231, Intro to Macroeconomics 3 Major Business area 300/400 level elective 3	<u>Second Summer II</u> Core MG 305, Business Professional Devp. 3 Gen Ed EC 232, Intro to Microeconomics 3	
<u>Third Year, Fall Semester</u> Major MK 453, Marketing Research 3 Major Business area 300/400 level electives 6 Gen Ed Humanities or Fine Arts 3 Total semester hours 12		<u>Third Year, Spring Semester</u> Major MK 452, Strategic Marketing Management 3 Major MK major elective 3 Core MG 469, Business Policy 3 Major MK major elective 3 Total semester hours 12	

Notes:

This suggested course of study is for informational purposes only and does not replace academic advising. All UM students must meet with an academic advisor before registering for future semesters. This plan contains 7 hours of general electives.

For more information, contact the program director or click one of the links below:

Stephens College of Business Office of the Dean, (205)665-6540

Webpage: <https://www.montevallo.edu/academics/colleges/college-of-business/undergraduate-programs/marketing/>

Bulletin: http://bulletin.montevallo.edu/preview_program.php?catoid=21&poid=3357&returnto=2714