



FOUR-YEAR PROGRAM COMPLETION PLAN

Department of Marketing

- Domain General Education courses and open electives may be taken in any semester and in any order, except for Common Core Domain requirements, which must be taken during Year One.
- Please refer to your Degree Audit for specific course requirements.

Recommended Schedule for Bachelor of Science: Major in Marketing, Concentration in General Studies (UMKG):

| Year One: Fall Semester | Year One: Spring Semester |
|---------------------------------------|---------------------------------------|
| STAT 107 Business Statistics | ECON 101 Principles of Macroeconomics |
| ECON 102 Principles of Microeconomics | MATH 217 Business Calculus |
| ENGL 110 Expository Writing | MRKT 181 Marketing Principles |
| Domain General Education Course | Domain General Education Course |

| Year Two: Fall Semester | Year Two: Spring Semester |
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| MGMT 280 Organizational Behavior | MGMT 215 Legal Environment of Business |
| ACCT 220 Introduction to Financial Accounting | ACCT 221 Managerial Accounting |
| BUIS 200 Introduction to Business Systems | MRKT 240 Consumer Behavior |
| Domain General Education Course | Domain General Education Course |

| Year Three: Fall Semester | Year Three: Spring Semester |
|---------------------------------|---------------------------------|
| MGMT 372 Operations Management | MRKT 301 Brand Management |
| MRKT 310 Marketing Research | Marketing Elective |
| FINA 248 Managerial Finance | Domain General Education Course |
| Domain General Education Course | Domain General Education Course |

| Year Four: Fall Semester | Year Four: Spring Semester |
|----------------------------------|-----------------------------|
| Marketing Elective (see catalog) | MRKT480 Strategic Marketing |
| Marketing Elective (see catalog) | Open Elective |
| Open Elective | Open Elective |
| Open Elective | Open Elective |

Domain General Education Checklist:

- Domain III-C is fulfilled through completion of the major.

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| Common Core: | ___ | A. ENGL 110 Expository Writing |
| | ___ | B. MATH XXX (credit-bearing) |
| Domain I: | ___ | A. Creative Arts |
| | ___ | B. Humanities |
| | ___ | C. Language |
| Domain II: | ___ | A. Analysis, Modeling, Problem Solving |
| | ___ | B. Natural Sciences (two courses) |
| Domain III: | ___ | A. Perspectives on the Past |
| | ___ | B. Perspectives on Contemporary World |
| | <u> X </u> | C. Global Competency, Ethical Reasoning, Human Diversity |