



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
ENWR 110 Composition II	MRKT 181 Marketing Principles
Domain General Education Course	Domain General Education Course

Year Two: Fall Semester	Year Two: Spring Semester
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.

Common Core:	___	A. ENWR 110 Composition II
	___	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