

MARKETING

Bachelor of Arts/Bachelor of Sciences
2006-2008 Catalog

	FALL		SPRING	
YEAR I	ENG1000: Prep & Intro Composition or ENG1010: Composition I	4/2	ENG1020: Composition II	4
	BUS1010: Business Environments & Ethical Dimensions	2	IDS1600: Culture, Diversity, & Expression	4
	General Education Course	4	BUS2010: Legal Environment of Business	3
	General Education Course	4	BUS2300: Principles of Marketing	3
			MTH1100: College Algebra	3
	Total Semester Hours	12/14	Total Semester Hours	17
YEAR II	IDS2000: Wellness & Social Responsibility	4	ACC2020: Principles of Managerial Accounting	3
	ACC2010: Principles of Financial Accounting	3	MTH1120: Finite Mathematics	3
	MTH2320: General Statistics	3	ECN2020: Principles of Macroeconomics	3
	ECN2010: Principles of Microeconomics	3	General Education Course	4
	General Education Course	4	General Education Course	4
	Total Semester Hours	17	Total Semester Hours	17
YEAR III	BUS3200: Principles of Management (WI)	3	BUS3400: Principles of Finance	3
	BUS3220: Management Information Systems	3	BUS3350: Consumer Behavior	3
	BUS3320: The Professional Sales Process	3	BUS3340: Prospecting Methods**	3
	MTH1310: Precalculus* or Elective	4/3	3000/4000 Level General Education Course	3/4
	General Education Course	4		
	Total Semester Hours	16/17	Total Semester Hours	12/13
YEAR IV	BUS3500: International Business	3	BUS3360: Sales Management**	3
	BUS3310: Integrated Marketing Communications	3	BUS4230: Operations Management* or Elective	3/4
	BUS3380: Sales Motivation and Performance**	3	BUS4350: Marketing Research	3
	ECN3300: Business Statistics* or Elective	3/4	BUS4990: Senior Seminar for Business Strategy	3
	Elective or MTH2210: Calculus I*	3/4	MTH2120: Calculus for Management/Sciences* or Elective	3/4
	Total Semester Hours	15/17	Total Semester Hours	15/17

*denotes course required to obtain Bachelor of Sciences.

**denotes course required to obtain recommended minor in Professional Selling and Sales Management

NOTES
-Student must complete 30 semester hours at the 3000 level or above, of which 15 semester hours must be completed at Aurora University.
-Last 24 semester hours of degree must be completed at Aurora University, including at least 18 semester hours in the major.
-WI indicates the required 3000-level Writing Intensive course for the major.

This 4-Year Plan should be used as a suggested guide for planning course selections.

Official course selections should be made with the guidance of an academic advisor;

other information regarding majors, minors, course descriptions, policies and procedures can be found in the university catalog.

If you have questions about this major, contact **Brynn Landwehr** in the Crouse Center for Student Success at (630) 844-6870.



