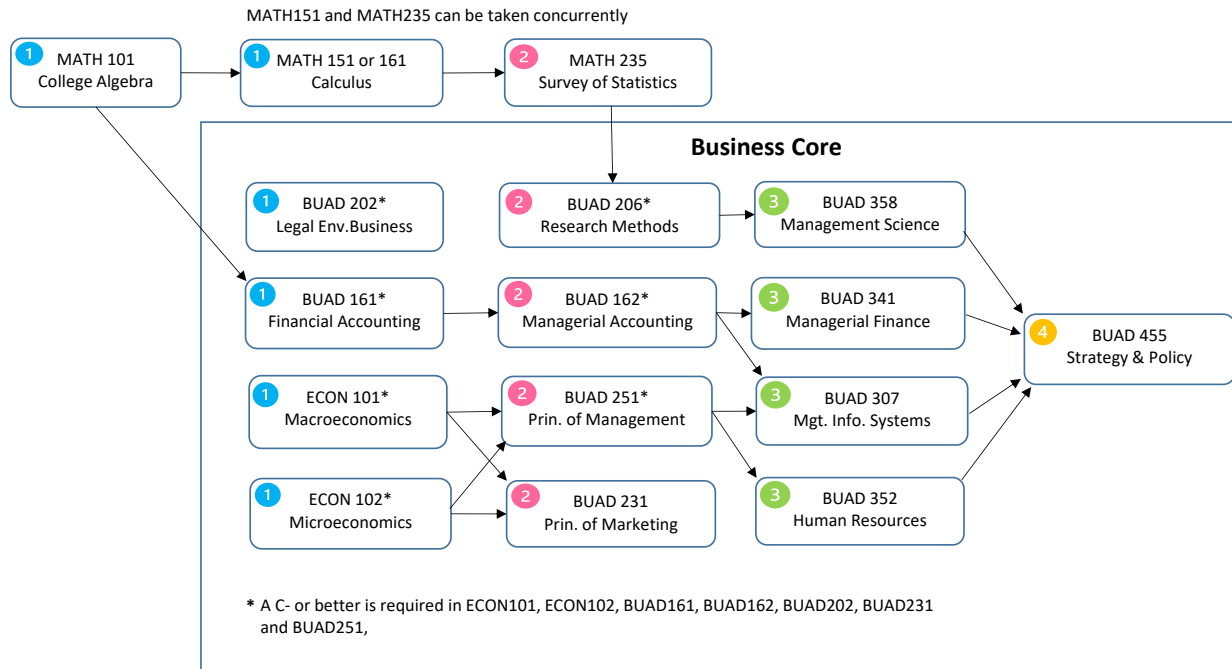


## BS Marketing Curriculum Flowchart



### Business Core Prerequisites:

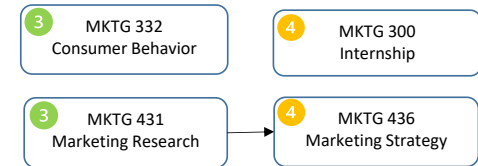
BUAD161 - MATH101 or 151MPT  
 BUAD162 - BUAD161\*  
 BUAD206 - MATH151, MATH235  
 BUAD231 - ECON101\*, ECON102\*  
 BUAD251 - ECON101\*, ECON102\*

BUAD358 - MATH151, MATH235, BUAD206  
 BUAD341 - ECON102\*, BUAD161\*, BUAD162\*  
 BUAD352 - BUAD251\*  
 BUAD307 - BUAD251\*, BUAD162\*  
 BUAD455 - BUAD307, BUAD341, BUAD352, BUAD358

- 1 These classes are typically taken during the freshman year.
- 2 These classes are typically taken during the sophomore year.

- 3 These classes are typically taken during the junior year.
- 4 These classes are typically taken during the senior year.

### Upper-level major courses



**3 Three Marketing Electives and a Seminar (BUAD488B):**

- 4 MKTG332 - Consumer Behavior
- MKTG333 - Personal Selling
- MKTG335 - Advertising
- MKTG336 - Retail Marketing
- MKTG337 - Sales Force Administration
- MKTG435 - International Marketing
- MKTG436 - Marketing Strategy
- MKTG405 - Special Topics (Sports Marketing)
- BUAD488 - Seminar (Internet Marketing)

**4 Two Departmental Electives or a completed minor.**

### Marketing Course Prerequisites:

MKTG332 - BUAD231\*      MKTG431 - BUAD231\*, MATH235  
 MKTG333 - BUAD231\*      MKTG435 - BUAD231\*  
 MKTG335 - BUAD231\*      MKTG436 - MKTG431 and senior status  
 MKTG336 - BUAD231\*      MKTG405 (Sports Marketing) - BUAD231\*  
 MKTG337 - BUAD231\*      BUAD488 (Internet Marketing) - BUAD231\*