

DEGREE PLAN - Marketing

Marketing Analytics Option



Student: _____ **Major:** Marketing

Vandal #: _____ **Emphasis/Option:** Marketing Analytics

Date: _____ **Type:** B.S. Business **Total Transfer Credits:** _____

Freshman Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
BUS 190 Integrated Business & Value Creation	3	ECON 201 Introduction to Macroeconomics	3
MATH 143 Pre-Calculus	3	<i>American Diversity Elective</i>	3
ENGL 102 Writing & Rhetoric	3	<i>Humanities Elective</i>	3
<i>1st Natural Science & Lab</i>	4	<i>2nd Natural Science & Lab</i>	4
COMM 101 Fundamentals of Public Speaking	2	PHIL 208 Business Ethics	3
Total Credits	15	Total Credits	16

Sophomore Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
ACCT 201 Financial Accounting	3	ACCT 202 Managerial Accounting	3
ECON 202 Principles of Microeconomics	3	MKTG 321 Marketing	3
BLAW 265 Legal Environment of Business	3	MHR 310 Leading Organizations and People	3
STAT 251 Statistical Methods	3	<i>International Elective</i>	3
<i>Advanced Writing</i>	3	<i>Social Science Elective</i>	3
Total Credits	15	Total Credits	15

Junior Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
FIN 301 Financial Resources Management	3	<i>Upper Division Economics Elective</i>	3
MKTG 321 Marketing	3	MKTG 324 Consumer Behavior	3
MIS 350 Managing Information	3	STATS 422 Sample Survey Methods	3
OM 370 Process Management	3	BUS 354 Business Analytics	3
<i>Social Science Elective</i>	3	<i>Free Elective</i>	3
Total Credits	15	Total Credits	15

Senior Year

FIRST SEMESTER	CR	SECOND SEMESTER	CR
MKTG 421 Marketing Research & Analysis	3	BUS 490 Strategic Management	3
STATS 431 Statistical Analysis	3	MKTG 428 Marketing Management	3
<i>Analytics Elective</i>	3	MKTG 431 Marketing Analytics	3
<i>Marketing Elective</i>	3	<i>International Elective</i>	3
<i>Free Elective</i>	3	<i>Free Elective</i>	3
Total Credits	15	Total Credits	15

An average semester has 15 credits | Courses with choices/electives are shown by *italics*—options found in your Degree Audit | Updated June 2021