



Fall 1	Credits	Success Marker
COMS 100	3	• C or better
ENGL 103	3	• C or better
MATH 110 or 211	3	• C or better
OMIS 259	3	• C or better
General Education	3	
UBUS 200	0	
UNIV 101 or UBUS 101 (optional)	1-3	
<b>Total hours</b>	<b>15-16</b>	

**Notes/Comments:** English and Math course will depend on placement exams (if taken).

Spring 1	Credits	Success Marker
ENGL 203	3	• C or better
MATH 211	3	• C or better
MGMT 217	3	• C or better
PSYC 102	3	• C or better
General Education	3	
UBUS 100	1	• C or better
<b>Total hours</b>	<b>16</b>	

**Notes/Comments:** English and Math course will depend on placement exams (if taken).

Fall 2	Credits	Success Marker
ACCY 206	3	• C or better
ECON 260 or 261	3	• C or better
UBUS 223	3	• C or better
General Education	3	
General Elective	3	
<b>Total hours</b>	<b>15</b>	

**Notes/Comments:**

Spring 2	Credits	Success Marker
ACCY 207	3	• C or better
ECON 260 or 261	3	• C or better
MKTG 295	3	
OMIS 338	3	
General Elective	3	
<b>Total hours</b>	<b>15</b>	

**Notes/Comments:** A minimum 2.5 cumulative GPA is needed for enrollment in 300 level major courses

Fall 3	Credits	Success Marker
FINA 320	3	• C or better
MGMT 335	3	• C or better
MKTG 350	3	• C or better
MKTG 370	3	• C or better
OMIS 351	3	• C or better
UBUS 200	0	If not taken prior to principles courses
<b>Total hours</b>	<b>15</b>	

**Notes/Comments:**

Spring 3	Credits	Success Marker
MGMT 346	3	• C or better
MKTG 325	3	• C or better
Marketing Elective	3	• C or better
General Elective	3	• C or better
General Elective	3	C or better if business course
<b>Total hours</b>	<b>15</b>	

**Notes/Comments:** MKTG 443 is a prerequisite for MKTG 495.

Fall 4	Credits	Success Marker
MKTG 443	3	• C or better
Marketing Elective	3	• C or better
Marketing Elective	3	• C or better if business course
General Elective	3	• C or better if business course
General Elective	3	• C or better if business course
<b>Total hours</b>	<b>15</b>	

**Notes/Comments:** Apply for graduation (2/1 for May, 6/15 for August, or 9/1 for December)

Spring 4	Credits	Success Marker
MGMT 468	3	• C or better
MKTG 99	0	
MKTG 495	3	• C or better
General Elective	3	• C or better
General Elective	3	• C or better if business course
General Elective	3	• C or better if business course
UBUS 201	0	
<b>Total hours</b>	<b>15</b>	

**Notes/Comments:**

*Notes/Comments: This plan is an example of what a four year plan could look like for a typical student. Placement exam scores in math as well as the completion of coursework may change the plan. It should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor each semester to discuss course scheduling. All requirements are subject to change.*