Curriculum for Management with a Concentration in Marketing

Freshman Fall Semester			**Freshman Spring Semester**		
Course	**Course Name**	**Cr**	**Course**	**Course Name**	**Cr**
41-191	University Seminar I*	1	41-192	University Seminar II*	1
25-121	College Algebra*	3	25-125	Finite Math*	3
16-100	Lifetime Fitness & Wellness*	2	52-105	Microcomputer Applications	3
01-101	English Comp I*	3	01-102	English Comp II*	3
xx-xxx	Natural Science Elective*	3	xx-xxx	Foreign Language I	3
MGMT 100	Introduction to Business	3	36-201	Intro to General Psychology	3
	Total Credits	15		Total Credits	16
Sophomore Fall Semester			**Sophomore Spring Semester**		
Course	**Course Name**	**Cr**	**Course**	**Course Name**	**Cr**
xx-xxx	Foreign Language II	3	31-101	Critical Thinking or Foreign Language III	3
ACCT 204	Principles of Accounting I	3	42-203	Accounting for Decision Makers	3
25-225	Calculus for Business*	3	41-208	Intro to Statistics	3
40-201	Macroeconomics	3	40-202	Microeconomics	3
MGMT 300	Principles of Management	3	01-201 or 01-205	World Literature I or African American Literature I	3
	Total Credits	15		Total Credits	15
Junior Fall Semester			**Junior Spring Semester**		
Course	**Course Name**	**Cr**	**Course**	**Course Name**	**Cr**
01-200	Speech*	3	31-395	Global Societies*	3
46-300	Principles of Marketing	3	53-320	Personnel/HR Management	3
43-300	Managerial Finance	3	42-302	Business Law I	3
41-305	Management Info Systems	3	41-306	Operations Management	3
41-201	Managerial Communications**	3	46-315	Buyer Behavior	3

	Total Credits	15		Total Credits	15
Senior Fall Semester			**Senior Spring Semester**		
Course	**Course Name**	**Cr**	**Course**	**Course Name**	**Cr**
41-325	Organizational Behavior	3	41-445	Strategic Management***	3
41-440	International Management	3	46-420	International Marketing	3
46-412	Supply Chain Management	3	46-426	Marketing Management	3
46-407	Promotional Strategy	3	46-xxx	Marketing Elective	3
46-415	Marketing Research	3	HIST 203 or HIST 204	History Elective Elective	3
	Total Credits	15		Total Credits	15

*** Senior Capstone

** Writing Intensive Course(s)

* Grade of ‘C’ or better required

Grade of ‘C’ or better required for all COB courses

Source URL: http://desu.edu/curriculum-management-concentration-marketing