

STUDENT COURSE GUIDE

DEPARTMENT OF MANAGEMENT

HANY MAKHLOUF ACADEMIC CENTER FOR STUDENT SUPPORT

Management - Marketing

Semester 1						Semester 5					
Course #	Course	Type	Credits	Term	Grade	Course #	Course	Type	Credits	Term	Grade
IGED-110	Foundations of Writing I	Gen Ed	3			IGED-280*	Discovery Civics	Gen Ed	3		
MATH-105	Intermediate Algebra (IGED-120)	Gen Ed	3			BGMT-304	Intro. to Management	Core	3		
IGED-130	Foundations of Oral Comm.	Gen Ed	3			MKTG-304	Intro. to Marketing	Core	3		
MGIS-120	Comp. Apps / Disc. Tech. (IGED-250)	Gen Ed	3			FINA-314	Intro. to Finance	Core	3		
	A General University Elective		3			MGIS-302	Management Info. Systems	Core	3		
Semester 2						Semester 6					
Course #	Course	Type	Credits	Term	Grade	Course #	Course	Type	Credits	Term	Grade
IGED-111	Foundations of Writing II	Gen Ed	3			BGMT-310	Intro. to Intern. Business	Core	3		
MATH-116	Finite Math (IGED-220)	Gen Ed	3			BGMT-312	Intro. to Digital Analytics	Core	3		
BGMT-208	Business Communications	Prereq.	3			BGMT-409	Org. Theory and Behavior	Major	3		
ECON-201	Principles of Macroeconomics	Prereq.	3			MKTG-305	Consumer Behavior	Cncntr.	3		
PSYC-201	Introduction to Psychology	Major	3			MKTG-306	Promotion Management	Cncntr.	3		
Semester 3						Semester 7					
Course #	Course	Type	Credits	Term	Grade	Course #	Course	Type	Credits	Term	Grade
IGED-140*	Foundation Ethics	Gen Ed	3			IGED-391	Front. Expl. Inquiry Capst. I	Gen Ed	1.5		
IGED-210	Discovery Writing	Gen Ed	3			BGMT-411	Leadership	Core	3		
ACCT-201	Financial Accounting	Prereq.	3			BGMT-306	Human Resources Mgt.	Major	3		
BLAW-214	Legal Environment of Business	Prereq.	3			MKTG-308	International Marketing	Cncntr.	3		
FINA-220	Business Statistics	Prereq.	3			MKTG-404	Marketing Research	Cncntr.	3		
ECON-202	Principles of Microeconomics	Prereq.	3								
Semester 4						Semester 8					
Course #	Course	Type	Credits	Term	Grade	Course #	Course	Type	Credits	Term	Grade
IGED-260*	Discovery Science & Lab	Gen Ed	4			IGED-392	Front. Expl. Inquiry Capst. II	Gen Ed	1.5		
IGED-270*	Discovery Diversity	Gen Ed	3			BGMT-419	Business Policy & Strategy	Core	3		
ACCT-202	Managerial Accounting	Prereq.	3			BGMT-414	Prod. & Operations Mgt.	Core	3		
BGMT-311	Spreadsheet Analytics	Core	3			MKTG-405	Marketing Strategy	Cncntr.	3		
MKTG-312	Social Media Marketing	Cncntr.	3				Marketing or Mgt. Elective	Cncntr.	3		
Total Suggested Credit Hours:									121		
Total Actual Credit Hours:											

\* IGED-210, 391, 392 are required when transferred from any Community College with an AA/AS degree / MGIS-120, MATH-105, 116, IGED-110, 111, 130, 140, 260, 270, 280 are not required.