

Sample Plan of Study

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Marketing (MKT)

Freshmen Year

Semester 1				Semester 2			
Course	Title	Cr.	Pre/ConP	Course	Title	Cr.	Pre/ConP
MAT 100	Introduction to Math (MAT&STA)	3		BUS 250	Business Organization and Management (Bus. Core)	3	ENL 100/ENGL 100
ENGL 100	English for Academic Studies (English Lan. & Com.)	3		MAT 150	Math for Business (MAT&STA)	3	MAT 100
GEE	General Education Elective (refer to course catalogue)	3		ENL 110	English Composition (English Lan. & Com.)	3	ENL 100/ENGL 100
GEE	General Education Elective (refer to course catalogue)	3		ECON 251	Microeconomics (Business Core)	3	MAT 100 or Passing MAT 110 or MA 158 or Passing Engineering Math placement test
GEE	General Education Elective (refer to course catalogue)	3		BUS 230	Technology and Research Methods (Business Core)	1	
				GEE	General Education Elective (refer to course catalogue)	3	
Semester Credits = 15				Semester Credits = 16			

Sophomore Year

Semester 3				Semester 4			
Course	Title	Cr.	Pre/ConP	Course	Title	Cr.	Pre/ConP
ACT 300	Financial Accounting (Business Core)	3	MAT 100 or MAT200 or MA 223	HRM 300	Organizational Behavior (Business Core)	3	BUS 250, Sophomore
ECON 252	Macroeconomics (Business Core)	3	ENL 110, Sophomore	ACT 310	Managerial Accounting (Business Core)	3	ACT 300
MKT 300	Principles of Marketing Management (Business Core)	3	Sophomore	MKT	Marketing Concentration Selective Course	3	
MAT 175	Calculus for Business (MAT& STA)	3	MAT 150	BUS 310	Introduction to Leadership (Business Core)	3	BUS 250
GEE	General Education Elective (refer to course catalogue)	3		GEE	General Education Elective (refer to course catalogue)	3	
Semester Credits = 15				Semester Credits = 15			

				<u>Junior Year</u>			
Semester 5				Semester 6			
Course	Title	Cr.	Pre/ConP	Course	Title	Cr.	Pre/ConP
MKT 410	Customer Relations and Consumer Behavior (MKT Concentration)	3	MKT 300, Junior	MKT 420	International Marketing Management (MKT Concentration)	3	MKT 300, Junior
FIN 300	Managerial Finance (Business Core)	3	ACT 300, Sophomore	MKT	Marketing Concentration Selective Course	3	
COM 114	Fundamentals of Speech Communication (English Lan. & Com.)	3	ENL 100 or ENGL 100	ENGL 220	Technical Report Writing (English Lan. & Com.)	3	ENGL 106 or ENL 110
STA 200	Managerial Statistics (MAT&STA)	3	MAT 150, Sophomore	BUS 220	Business Law and Ethics (Business Core)	3	BUS 250
GEE	General Education Elective (refer to course catalogue)	3		GEE	General Education Elective (refer to course catalogue)	2	
				BUS 300	Career Planning (Business Core)	1	Sophomore
Semester Credits = 15				Semester Credits = 15			
				<u>Senior Year</u>			
Semester 7				Semester 8			
Course	Title	Cr.	Pre/ConP	Course	Title	Cr.	Pre/ConP
MKT 460	Market Planning and Research (MKT Concentration)	3	MKT 410, Senior	MKT 490	Retailing and Merchandising (MKT Concentration)	3	MKT 410, Senior
MIS 300	Management Information Systems (Business Core)	3	Sophomore	MKT 470 or MKT 485	New Product Development (Marketing Concentration) or Capstone Project in Marketing	3	MKT 410, SR or SR
MKT	Marketing Concentration Selective Course	3		MGT 450	Strategic Management (Business Core)	3	BUS 250, FIN 300, MKT 300, Junior
MGT 320	Operation Management (Business Core)	3	STA 200/STA 220, Junior	MKT 400	Internship in Marketing (MKT Concentration)	3	MKT 300, Junior
ENL 320	Writing in Business (English Lan. & Com.)	3	ENL 220 or ENGL 220, Junior	FE	Free Elective (refer to course catalogue)	3	
Semester Credits = 15				Semester Credits = 15			
Total Minimum Credits Required for Graduation = 121							
Minimum grade "C" is required for all concentration courses							
AUM reserves the right to change program content, course requirements, materials, and/or schedules as deemed necessary							
The sample plan of study is designed for a full time student within an ordinary graduation period between four and five years.							

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