

Marketing

Program Planning Guideline for Freshman intending to major in Marketing

Campbell School of Business

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COURSES REQUIRED AT THE *FRESHMAN* LEVEL:

BCC 100
ENG 101
ENG 102
ECO 110

COURSES RECOMMENDED DURING THE *FRESHMAN* YEAR:

MAT 111
MAT 145
2 LAB SCIENCE (See Undergraduate Catalog for specific requirements)

- (Choose from BIO 103, 105, 106, 107, 108, 111, 112, 206, or 221; CHM 102 or 108; GEO 101 or 102; PLS 105/ANS 105; PHY 101, 111, or 211; AST 102 or 107)

2 HUMANITIES (See Undergraduate Catalog for specific requirements)

- (Choose from ART 201, 202; MUS 215 or THE201; HIS 154, 155, 205, or 206; any 200-level literature course except ENG 200, 204, 208; 100-level REL/PHIL course; HUM 200)

1 SOCIAL SCIENCE (See Undergraduate Catalog for specific requirements)

- (Choose from GOV 207, 211, or 217; PSY 101; SOC 200 or ANT 200)

1 HPE ACTIVITY (See Undergraduate Catalog for specific requirements)

COURSES REQUIRED AT THE *SOPHMORE* LEVEL:

ECO 210
ACC 201
ACC 202
BUS 211

COURSE RECOMMENDED AT THE *SOPHMORE* LEVEL:

COM 203
1 SOCIAL SCIENCE (See Undergraduate Catalog for specific requirements)
3 HUMANITIES (See Undergraduate Catalog for specific requirements)
HPE ACTIVITY AND HPE CLASSROOM (See Undergraduate Catalog for specific requirements)
BUS 210