



Anisfield School of Business

B.S. in Marketing

Recommended Graduation Plan (Fall 2024)

The recommended graduation plan is designed to provide a blueprint for students to complete their degrees on time. Students must meet with their Academic Advisor to develop a more individualized plan to complete their degree.

NOTE: This recommended Graduation Plan is applicable to students admitted into the major during the 2024-2025 academic year.

CRWT Placement
CRWT 101 to CRWT 102
CRWT 101S to CRWT 102S

Math Placement
MATH 021/022 to MATH 108-121

NOTE: CRWT and MATH courses are determined by placement testing and should be taken following the sequence above.

First Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
Gen Ed: INTD 101-First Year Seminar	4		General Education Requirement	4	
Gen Ed: CRWT 102-Critical Reading & Writing II	4		General Education Requirement	4	
General Education Requirement	4		School Core: ECON 102-Intro. to Macroeconomics	4	
Gen Ed: Quantitative Reasoning (MATH 108, 110 or 121 required for ASB majors; MATH 108 is highly recommended)	4		School Core: INFO 224-Principles of Information Technology	4	
			Career Pathways Module 1: PATH SB 1 Self-Assessment	Degree Rqmt.	
			Recommended: BADM 120 Excel Expert Certification Prep	2	
Total:	16		Total:	18	

Second Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
General Education Requirement	4		General Education Requirement	4	
School Core: ACCT 221-Principles of Financial Accounting	4		School Core: BADM 223-Business Law I	4	
School Core: ECON 101-Microeconomics	4		School Core: International Category (ASB)	4	
School Core: BADM 225-Management Statistics	4		School Core: MKTG 290-Marketing Principles & Practices	4	
Career Pathways Module 2: PATH SB 2 Resume/LinkedIn Profile/Cover Letter	Degree Rqmt.		Career Pathways Module 3: PATH SB 3 Interviewing Skills	Degree Rqmt.	
Total:	16		Total:	16	

Third Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
General Education Requirement	4		General Education Requirement	4	
School Core: ACCT 222-Principles of Managerial Accounting	4		School Core: FINC 301-Corporate Finance I	4	
MKTG 330-Marketing Research	4		MKTG 310-Consumer Behavior	4	
MKTG Elective	4		MKTG 320-Integrated Marketing Communication	4	
Total:	16		Total:	16	

Fourth Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
School Core: MGMT 302-Managing Organizational Behavior	4		School Core: BADM 495-Strategic Management	4	
School Core: MGMT 370 Operations Management	4		School Core: BADM 301 Ethics in Business or INFO 315 Computer Law & Ethics (if needed) OR Elective	4	
MKTG 430-Marketing Management	4		Free Elective (minor, certificate, or second major requirement)	4	
MKTG Elective	4		Free Elective (minor, certificate, or second major requirement)	4	
Total:	16		Total:	16	

Total Credits Required: 128 credits

Required GPA for Graduation: 2.0 (overall **and** in the major)

General Education courses can be done in any order with the exception of INTD 101, CRWT and MATH. Those three general education courses will need to be done first. First Year Seminar is taken in the first semester. Failure to complete CRWT and MATH will result in a hold when the student hits 64 credits. The following general education courses can be done in any order. For more info on these courses, please visit the [General Education program requirements website in the College Catalog](#):

- Social Science Inquiry (SOSC 110) [+W]
- Scientific Reasoning
- Historical Perspectives [+W]
- Studies in the Arts & Humanities (*CRWT 102 is a prerequisite to this course*) [+W]
- Global Awareness [+W]
- Distribution Category (Systems, Sustainability, & Society **OR** Culture & Creativity) (**Must be outside of ASB**)
- Distribution Category (Values & Ethics) (BADM 301 Ethics in Business double counts for Values & Ethics and School Core)

+W: Students transferring in with 48 or more credits are waived from these general education requirements.

Students must earn a grade of “C” or better in MKTG 290 in order to take MKTG 310 Consumer Behavior, MKTG 320 Integrated Marketing Communication, and MKTG 330 Marketing Research.

*BADM 120 Excel Expert Certification Prep (2 cr.) is recommended for all Marketing majors in the first year, second semester.