

Marketing

1st Semester (15 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	GATE 101 (1)	Gateway to University Life	Fall	Required for University Foundations
	ENG 110 (3)	University Writing & Research	Fall, Spring	If enrolled in ENG 100, 110 is still required
	GPS 110 or 120 (3)	Global Perspectives	Fall, Spring	110 & 120 can be completed in any order
	Foreign Language 101 (3)	University Foundations	Fall, Spring	BS degree through 102; BA degree through 202
	COMM 101 (3)	Public Speaking *	Fall, Spring	
	Fine Arts (2)	University Foundations	Fall, Spring	

2nd Semester (17-18 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	GPS 110 or 120 (3)	Global Perspectives	Fall, Spring	Enroll in the course not completed in the Fall
	PE 101 (2)	Personal Fitness & Wellness	Fall, Spring	Required for University Foundations
	CS 110 (3)	Computing for the 21st Century	Fall, Spring	Required of all business majors
	MGMT 302 (3)	Principles of Management	Fall, Spring	Sophomore standing required
	Foreign Language 102 (3)	University Foundations	Fall, Spring	BS degree through 102; BA degree through 202
	Science/Math (3-4)	University Foundations	Fall, Spring	BS degree only: Any lab Science or Math 115+

3rd Semester (15-16 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	GPS 210 or 220 (3)	Global Perspectives	Fall, Spring	210 & 220 can be completed in any order
	ACCT 253 (3)	Principles of Financial Accounting	Fall	Sophomore standing required
	ECON 221 (3)	Principles of Microeconomics	Fall, Spring	Fulfills Social/Behavioral Science of University Foundations
	MARK 301 (3)	Principles of Marketing	Fall, Spring	
	Science/Math (3-4)	University Foundations	Fall, Spring	BS degree only: Any lab Science or Math 115+

4th Semester (16 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	GPS 210 or 220 (3)	Global Perspectives	Fall, Spring	Enroll in the course not completed in the Fall
	MATH 117 (3)	Calculus for Business Majors	Fall, Spring	MATH 120 can substitute
	ACCT 254 (3)	Principles of Managerial Accounting	Spring	ACCT 253
	ECON 222 (3)	Principles of Macroeconomics	Spring	ECON 221
	MARK 341 (3)	Consumer Behavior	Fall, Spring	MARK 301

NOTES:

1 Bold courses are included in the School of Business Core required courses.

2 * Communications 101 is required for freshman Marketing major for freshman, upperclassmen should speak with their marketing advisor

3 Marketing majors are encouraged to consider a minor in Psychology, Graphic Art Design, Entrepreneurship,

Comments:

Public Relations, International Studies or related area.

4 **General Electives recommended for marketing majors MARK 499, MARK411 (up to 2 times), ART 230 OR ENG 256, COMM251, COMM205, SMGT300, COMM280, COMM390. ART404

See marketing faculty for advice

5th Semester (18 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	MARK 411 (3)	Special Topics in Marketing *	Fall, Spring	MARK 301, MARK 341
	GPS 310 or 320 (3)	Global Perspectives	Fall, Spring	310 & 320 can be completed in any order
	BUS 308 (3)	Business Statistics	Fall, Spring	MATH 117 or 120
	General Elective (3)	General Elective **	Fall, Spring	Discuss with faculty advisor
	Laboratory Science (4)	University Foundations	Fall, Spring	

6th Semester (15 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	GPS 310 or 320 (3)	Global Perspectives	Fall, Spring	Enroll in the course not completed in the Fall
	MGMT 306 (3)	Managerial Communication *	Fall, Spring	
	BUS 323 (3)	Production & Operations Management	Fall, Spring	BUS 308, MGMT 302
	BUS 305 (3)	Legal Environment of Business	Fall, Spring	
	FINA 318 (3)	Financial Management	Fall, Spring	ACCT 253, ECON 221, MATH 117 or 120

7th Semester (15 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	MARK 422 (3)	Integrated Marketing Communications *	Fall	MARK 301, MARK 341
	Lit/Writing (3)	University Foundations	Fall, Spring	Any 200+ level ENGL literature course
	BUS 405 (3)	Global Business *	Fall, Spring	MGMT 302, MARK 301
	MARK 464 (3)	Marketing Research *	Fall	MARK 301, MARK 341
	General Elective (3)	General Elective **	Fall, Spring	Discuss with faculty advisor

8th Semester (15 hrs.)		Course Title	Term Offered	Prerequisites & Notes
	BUS 417 (3)	Business Strategy	Fall, Spring	ACCT 254, ECON 222, FINA 318, MGMT 302, MARK 301; Senior standing
	MARK 486 (3)	Strategic Marketing *	Spring	MARK 301, 341, 411, 422, Senior standing
	MARK 497 (0)	Exit Examination	Fall, Spring	Complete in final semester of degree
	General Elective (3)	General Elective **	Fall, Spring	Discuss with faculty advisor
	General Elective (3)	General Elective ***	Fall, Spring	Discuss with faculty advisor
	General Elective (3)	General Elective ***	Fall, Spring	Discuss with faculty advisor

Total Credit Hours earned = 125 - 128**Graduation Requirements:**

- 1 Must earn a minimum of 125 credit hours, including 40 hours at 300+ level.
- 2 Must maintain minimum cumulative and Major GPA of 2.0.

Comments:

- 3 Must complete the last 30 credit hours of degree at Wingate University.
- 4 Must fulfill Lyceum requirement as outlined in Academic Catalog.