

**1 B.S.B.A.MARKETING/COMPREHENSIVE MARKETING - COURSE SEQUENCING GUIDE**  
**Effective Fall Semester 2007, FA 2008, FA2009, FA2010**

**A grade of C or better is required in all courses.**

\_\_\_\_\_ MAR 3023 Marketing Fundamentals (45 Semester Hours Completed)

\_\_\_\_\_ MAN 3025 Management Fundamentals (45 Semester Hours Completed)

\_\_\_\_\_ FIN 3403 Managerial Finance (ACG 2071, ECO 2023, STA 2023, and MAC 2233)

\_\_\_\_\_ or ENC 3250 Professional Writing (ENC 1102)  
GEB 3213 Writing for Business (ENC 1102)

\_\_\_\_\_ BUL 3130 Legal Environment of Business (None)

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\_\_\_\_\_ MAR 3503 Consumer Behavior (MAR 3023)

\_\_\_\_\_ MAR Elective 3/4000 Upper Level (Check for prerequisites)

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\_\_\_\_\_ MAN 3504 Operations Management (STA 2023)

\_\_\_\_\_ GEB 3453 Business Ethics and Stakeholder Management (ACG 2071, ECO 2023, and MAN 3025)

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\_\_\_\_\_ MAR 4613 Marketing Research (STA 2023 and MAR 3023)

\_\_\_\_\_ MAR Elective3/4000 Upper Level (Check for prerequisites)

\_\_\_\_\_ MAR Elective3/4000 Upper Level(Check for prerequisites)

\_\_\_\_\_ ISM 3011 E-Business: Systems Fundamentals (CGS 2570)

\_\_\_\_\_ ELECTIVE Upper Level Major Related (Check for prerequisites)

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\_\_\_\_\_ MAR 4803 Marketing Strategy (MAR 3023, MAR 3503, FIN 3403)

\_\_\_\_\_ MAR Elective3/4000 Upper Level (Check for prerequisites)

\_\_\_\_\_ GEB 4361 Business in the International Environment (FIN 3403, MAN 3025, and MAR 3023)

\_\_\_\_\_ ELECTIVE Upper Level Major Related (Check for prerequisites)

\_\_\_\_\_ MAN 4720 Policy Analysis and Formulation (FIN 3403, MAN 3025, MAN 3504, MAR 3023, (Senior Standing)

**NOTE: PREREQUISITE COURSES INDICATED IN PARENTHESES ARE REQUIRED**

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_