

The University of Toledo College of Business and Innovation

Marketing Major Degree Requirements for 2016-2017

Sample Full-Time Plan of Study Beginning with Math 1730

		Fall Semester			Spring Semester				
Freshman	Year	BUAD	1000	Orientation	1	BUAD	1020	Micro-Computer Applications	3
		BUAD	1010	Intro. To Business	3	ENGL	2960	Organizational Report Writing	3
		ENGL	1110	College Composition 1	3	ECON	1200	Intro to Micro Economics	3
		Math	1730	Calculus w/ Apps to Bus. And Fin.	5	*		Natural Science Lecture	3
		ECON	1150	Intro to Macro Economics	3	*		Natural Science Lab	1
							*	Humanities	3
Total Hours				15	Total Hours				16
Sophomore	Year	BUAD	2040	Financial Accounting Info	3	BUAD	2050	Accounting for Decision Making	3
		BUAD	2060	Data Analysis for Business	3	BUAD	2070	Business Statistics & Analytics	3
		BUAD	2000	Career Development I	1	BUAD	2080	Global Environment of Business	3
		*		Social Science	3	*		Multicultural U.S.	3
		*		Natural Science Lecture	3	BUAD	2030	Executive Communication Essentials	3
		*		Humanities	3			Elective	1
Total Hours				16	Total Hours				16
Junior	Year	BUAD	3010	Principles of Marketing	3	BUAD	3020	Principles of Manuf-Service Systems	3
		BUAD	3030	Managerial and Behav. Processes	3	MKTG	3850	Buyer Behavior & Relat. Mktg.	3
		BUAD	3040	Principles of Financial Mgmt.	3	MKTG		MKTG Elective	3
		BUAD	3050	Information Technology Mgmt.	3			Business Minor	3
		BUAD	3470	Legal Environments of Business	3	*		General Education/Elective	3
		BUAD	3000	Career Development II	1			Elective	1
Total Hours				16	Total Hours				16
Senior	Year	MKTG	3880	Mktg. Research & Data-Bsd Mgmt.	3	MKTG	4130	Mktg. Analysis & Decision Making	3
		MKTG		MKTG Elective	3	MKTG		MKTG Elective	3
		MKTG	4940	Internship/ MKTG Elective	3	BUAD	4020	Senior Business Policy	3
				Business Minor	3			Business Minor	3
	*		Multicultural Non-US	3			Elective	3	
Total Hours				15	Total Hours				15

Notes: * Select from approved General Education/University Core course work, see Degree Audit for course selections.