

East Central University
Stonecipher School of Business
2023-2024 Business Administration - Marketing Degree Plan

FIRST YEAR	
<p style="text-align: center;">Fall Semester</p> <p>BUS 1113 Foundations of Business (Communication) ENG 1113 Freshman Composition I (Communication) MATH 1613 Functions and Modeling (Critical Thinking) MIS 1903 Computer Business Applications (Communication) UNIV 1001 Tiger Connect (Information Literacy) ---3 Nature and Science 16 TOTAL HOURS</p>	<p style="text-align: center;">Spring Semester</p> <p>---4 Nature and Science COMM 1113 Fundamentals of Human Communication ENG 1213 Freshman Composition II (Information Literacy) ---3 Civic Consciousness ---3 Cultural and Aesthetic Awareness 16 TOTAL HOURS</p>
SECOND YEAR	
<p style="text-align: center;">Fall Semester</p> <p>ACCT 2103 Financial Accounting BSEC 2603 Business and Economic Statistics ECON 2003 Principles of Macroeconomics ---3 Cultural & Aesthetic Awareness ---3 Civic Consciousness 15 TOTAL HOURS</p>	<p style="text-align: center;">Spring Semester</p> <p>ACCT 2203 Managerial Accounting ECON 2013 Principles of Microeconomics ---2 General Education Electives ---5 Elective 13 TOTAL HOURS</p>
THIRD YEAR	
<p style="text-align: center;">Fall Semester</p> <p>BUCOM 3133 Bus. Communication & Report Writing BUSLW 3213 The Legal Environment of Business FIN 3113 Financial Management MGMT 3013 Principles of Management MKTG 3313 Principles of Marketing 15 TOTAL HOURS</p>	<p style="text-align: center;">Spring Semester</p> <p>MGMT 3063 Production/Operations Management MIS 3433 Management Information Systems MKTG 3333 Digital Marketing MKTG 3813 Professional Selling ---3 Choose from COMM 3243, MCOM 3433, MCOM 3843, 15 TOTAL HOURS</p>
FOURTH YEAR	
<p style="text-align: center;">Fall Semester</p> <p>BUS 4103 Global Business BUS 4213 Business Ethics MKTG 3423 Integrated Marketing Research MKTG 4413 Marketing Research ---3 Choose from COMM 3243, MCOM 3433, MCOM 3843, 15 TOTAL HOURS</p>	<p style="text-align: center;">Spring Semester</p> <p>BUS 4303 Business Strategy & Policy MGMT 4623 Leadership ---6 Electives (6 Hours) ---3 Choose from COMM 3243, MCOM 3433, MCOM 3843, 15 TOTAL HOURS</p>

Total Hours 120

All ECU students are required to meet the Board of Regents' Computer Proficiency Requirement.