# Marketing: Sales Management, B.A.

## Freshman
### Fall
- Liberal Arts Core/Electives, Preparatory Mathematics (if needed)
  - Hours: 12
- BUSINESS 1000 (100:010)
  - Introductory Seminar for Business Professionals
  - Hours: 0
- ECON 1041 (920:053)
  - Principles of Macroeconomics
  - Hours: 3

### Spring
- Liberal Arts Core/Electives
  - Hours: 6
- ECON 1011 (920:070)
  - Principles of Business Analytics
  - Hours: 3
- ECON 1051 (920:054)
  - Principles of Microeconomics
  - Hours: 3
- ENGLISH 1005 (620:005)
  - College Writing and Research
  - Hours: 3

## Sophomore
### Fall
- Liberal Arts Core/Electives
  - Hours: 9
- BUSINESS 2000 (100:020)
  - Business Professionals in Training
  - Hours: 0
- ECON 1021 (920:020)
  - Decision Analytics
  - Hours: 3
- ACCT 2120 (120:030)
  - Principles of Financial Accounting
  - Hours: 3

### Spring
- Liberal Arts Core/Electives
  - Hours: 7
- ACCT 2130 (120:031)
  - Principles of Managerial Accounting
  - Hours: 3
- MKTG 2110 (130:101)
  - Principles of Marketing
  - Hours: 3
- MGMT 2080 (150:080)
  - Introduction to Information Systems
  - Hours: 3

## Junior
### Fall
- Liberal Arts Core/Electives
  - Hours: 6
- MGMT 3100 (150:100)
  - Legal and Social Environment of Business
  - Hours: 3
- MGMT 3153 (150:153)
  - Organizational Management
  - Hours: 3
- MKTG 3113/5113 (130:106g)
  - Consumer Behavior
  - Hours: 3

### Spring
- Liberal Arts Core/Electives
  - Hours: 6
- MGMT 3116/5116 (130:108g)
  - Marketing Research
  - Hours: 3
- MKTG 3153 or MKTG 3154
  - Hours: 3

## Senior
### Fall
- Liberal Arts Core/Electives
  - Hours: 8
- FIN 3130/5130 (160:151g)
  - Corporate Finance
  - Hours: 3
- MKTG 3xxx Marketing Elective
  - Hours: 3

**Total Hours:** 120