## CURRICULUM

<table>
<thead>
<tr>
<th>Core Requirements (taken one at a time, in sequence)</th>
<th>Sequence</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Fall Semester I</strong></td>
<td></td>
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</tr>
<tr>
<td>10-104-102 Marketing Principles</td>
<td>1st 6 weeks</td>
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<tr>
<td>10-104-104 Selling Principles</td>
<td>2nd 6 weeks</td>
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<tr>
<td>10-104-113 Leadership Strategies</td>
<td>3rd 6 weeks</td>
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<tr>
<td><strong>Spring Semester II</strong></td>
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<tr>
<td>10-104-112 Marketing Design Strategies*</td>
<td>1st 6 weeks</td>
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<tr>
<td>10-104-180 International Marketing*</td>
<td>2nd 6 weeks</td>
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</tr>
<tr>
<td>10-104-161 Marketing Technology Applications</td>
<td>3rd 6 weeks</td>
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<tr>
<td><strong>Summer Session</strong></td>
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<tr>
<td>10-104-125 Principles of Advertising*</td>
<td>6 weeks</td>
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<tr>
<td><strong>Fall Semester II</strong></td>
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<tr>
<td>10-104-103 Market Research*</td>
<td>1st 6 weeks</td>
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<tr>
<td>10-104-107 Marketing Management*</td>
<td>2nd 6 weeks</td>
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<tr>
<td>10-104-111 Innovative Trends in Marketing</td>
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<td><strong>Total Core</strong></td>
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<tr>
<td><strong>Spring Semester II</strong></td>
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<tr>
<td><strong>RELATED STUDY REQUIREMENTS</strong></td>
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<tr>
<td>10-104-114 Social Media Campaigns</td>
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<tr>
<td>Approved Marketing Elective**</td>
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<td>Approved Marketing Elective**</td>
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<td>Approved Marketing Elective**</td>
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<tr>
<td>10-104-188 Marketing Portfolio</td>
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<tr>
<td><strong>General Education Requirements</strong> (taken at anytime, as fits in your schedule)</td>
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<tr>
<td>10-804-123 Math w/ Business Apps*</td>
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<tr>
<td>10-801-195 Written Communication*</td>
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<td>10-801-198 Speech*</td>
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<td>10-809-199 Psychology of Human Relations</td>
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<td>10-809-195 Economics*</td>
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<td>10-809-197 Contemporary American Society*</td>
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<tr>
<td>10-809-166 Intro to Ethics Theory &amp; App</td>
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<td><strong>Total General Education</strong></td>
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<td><strong>Total (all requirements)</strong></td>
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*Pre-requisite and/or enrollment requirements

**Approved Marketing Electives**

- 10-104-165 Internship
- 10-104-169 Internet Marketing *
- 10-104-187 Global Studies Seminar Plus
- 10-104-108 B2B Sales*
- 10-104-162 Social Media – Mobile Marketing
- 10-104-115 Social Media Campaigns Plus*
- 10-104-126 Publicity & Promotions Strat.
- 10-104-160 Sales Management*
- 10-104-181 Complete Campaigns*

Schedule subject to slight changes

Revised 6/25/12