



**TOPIC:** Coppin State University: Bachelor of Science in Marketing

**COMMITTEE:** Education Policy

**DATE OF COMMITTEE MEETING:** June 6, 2012

**SUMMARY:** The proposed Bachelor of Science in Marketing is an outgrowth of the existing specialized track within the Business program. Expanding specialized tracks into majors is consistent with other university models in the region and nationally. The proposed B.S. degree in Marketing will prepare students for graduate school, as well as entry-level and advanced positions in the job market. The proposed major offers a variety of courses including marketing research, advertising, sales management, logistics and international marketing. The major as designed integrates theory with business practice, which is attractive to business entities because the fundamentals of the program are delivered in an experience-driven format with an emphasis on values-centered leadership and responsible business practice.

The B.S. degree will provide graduates the opportunity to gain employment in marketing-related positions such as marketing specialist/managers, market research analysts, advertising managers, public relations specialists/managers, sales supervisors/managers, etc. These positions play major roles in both manufacturing and service economy and can be found in both the public and private sectors. According to the Maryland Department of Labor and the Federal Bureau of Labor Statistics, employment in the following areas of marketing are projected to grow between 2008 and 2018 as follows: market research analysts (25%), marketing managers (11%) and public relations specialist (22%).

**ALTERNATIVE(S):** The Regents may not approve the program or may request further information.

**FISCAL IMPACT:** No additional funding is necessary. The program will be supported through tuition and reallocated funds.

**CHANCELLOR'S RECOMMENDATION:** That the Committee on Education Policy recommend that the Board of Regents approve the proposal from Coppin State University to offer the Bachelor of Science in Marketing.

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COMMITTEE RECOMMENDATION: \_\_\_\_\_ DATE: \_\_\_\_\_

BOARD ACTION: \_\_\_\_\_ DATE: \_\_\_\_\_

SUBMITTED BY: Irwin Goldstein (301) 445-1992 irv@usmd.edu

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UNIVERSITY SYSTEM OF MARYLAND INSTITUTION PROPOSAL FOR

New Instructional Program  
 Substantial Expansion/Major Modification  
 Cooperative Degree Program

**Coppin State University**

Institution Submitting Proposal

**B.S. in Marketing**

Title of Proposed Program

**Bachelors of Science in Marketing**

Degree to be Awarded

**Fall 2012**

Projected Implementation Date

**0509-00**

Proposed HEGIS Code

**521401**

Proposed CIP Code

**Management and Marketing**

Department in which program will be located

**Sadie R. Gregory, PhD**

Department Contact

**410-951-3483**

Contact Phone Number

**sgregory@coppin.edu**

Contact E-Mail Address



Signature of President or Designee

5/22/12

Date

## **Mission**

Consistent with the recommendations of the Coppin Study Team Report which reviewed progress made since the original 2001 Toll Report, Coppin State University seeks to enhance its Business Program by expanding the existing specialized track in Marketing into a full major in Marketing. The change facilitates a more efficient use of our resources and provides a more viable degree with the School of Business. The major also places our graduates in a competitive position in the job market, which is consistent with Coppin's mission of empowering students and strengthening relationships with local, national, and global partners.

The revised mission statement indicates that *"Coppin State University, an urban, comprehensive, historically Black institution located in Baltimore, Maryland, offers quality undergraduate and graduate programs in teacher education, the liberal arts, mathematics, sciences, technology, and professional disciplines. The University provides educational access and diverse opportunities for students through excellence in teaching, research, and community engagement thus preparing analytical, socially responsible, lifelong learners. Coppin State University builds on a rich legacy of empowering students, promoting community revitalization, and strengthening relationships with local, national, and global partners."*

## **Characteristics of the Proposed Program**

Providing a major rather than a specialized track helps students and employers to better understand our program offerings, thus, allowing us to attract more prospective students from high schools, community colleges, and other institutions of higher learning. The major is more favorably preferred over the specialized track, providing employers with practitioners with degrees in respective disciplines. The major places our graduates in a competitive position in the job market, which is consistent with Coppin's mission of empowering students and strengthening relationships with local, national, and global partners. Students prefer colleges/universities where they can obtain degrees instead of specialized tracks in their disciplines. This has had and will continue to have an adverse effect on the institution's enrollment if unaddressed. The required courses and number of credit hours for graduation will remain the same as they were for the existing specialized track.

Expanding specialized tracks into majors is consistent with other university models regionally and nationally. The B.S. degree in marketing prepares students for graduate school, advanced and entry-level positions in the ever changing job market. The marketing major offers a variety of courses including marketing research, advertising, sales management, logistics and international marketing. The marketing skills are applicable in virtually all types of organizations. Coppin's major integrates theory with business practice. The degree is popular among business because the fundamentals of the program are delivered in an experience-driven format with an emphasis on values-centered leadership and responsible business practice.

Initial students served will be those within Coppin State University who are currently in the areas of specialization. Those students will declare themselves actual majors. The program will also be available to prospective new students to the University. It is critical that the University continues to serve the needs of local and regional businesses by providing them with graduates with specialized skill sets that the major provides.

The BS degree in marketing provides graduates the opportunities to gain employment in marketing-related positions such as marketing specialist/ managers, market research analysts, advertising managers, public relations specialists/managers, sales supervisors /managers, etc. These positions play major roles in both manufacturing and service economy. Marketing graduates can work for public or private corporations and for governments—federal, state and local, or for themselves as consultants. College graduates have the best job opportunities. Coppin must be able to produce graduates who will be able to fill these positions.

According to the Maryland Department of Labor and the Federal Bureau of Labor Statistics, employment in the following areas of marketing are projected to grow between 2008 and 2018 as follows: market research analysts (25%), marketing managers (11%) and public relations specialist (22%). College graduates should have the best job opportunities.

### **Educational Objectives of the Program**

The program objectives for the B.S. in Marketing include six primary objectives that are consistent with the institutional learning outcomes. This will facilitate accurate assessment of student learning and performance. The objectives are:

- Communicate marketing concepts orally and in writing.
- Engage in logical thinking and critical analysis.
- Utilize information from multiple sources with the assistance of current technologies.
- Develop philosophical perspectives and viewpoints concerning business through thoughtful reading, dialogue, and application.
- Develop the consciousness of one's role as a business professional in the context of the broader society.
- Encourage responsive citizenship by engaging and participating in society in a manner that exhibits awareness and concern for the issues affecting collective citizenry.

### **Program Description for the Catalog**

Coppin State University, School of Business Marketing Degree Program is designed to prepare managers for the demands of 21<sup>st</sup> century business and provide marketing knowledge and skills from the perspective of management. In response to the high demand for qualified managers created by a rapidly changing global business environment, the B.S. in Marketing will prepare students for successful marketing careers.

## **General Requirements for Degree**

The candidates for the Bachelor of Science in Marketing degree are required to successfully fulfill all admissions requirements for degree seeking students at Coppin State University. Students will complete 40 credit hours of general education requirements, 39 credit hours of school core, 12 credit hours of the marketing core courses, 12 credit hours of specifically identified marketing courses, 14 credit hours of general electives, and three credit hours for the University System of Maryland requirement.

### **Total number of credits and their distribution**

See APPENDIX A -- Plan of Study--

### **List of Courses by Title and Number**

#### **General Education Requirements (40 Credits)**

##### **English Composition (6.0)**

ENGL 101 and ENGL 102

##### **Arts & Humanities (15.0)**

WLIT 207

WLIT 208 Honors or any 200-Level English

Or Literature Course

And PHIL 102 Or PHIL 103

And HIST 201, HIST 202

Or HIST 203, HIST 204

Or HIST 205, HIST 206

And IDIS 103 Or IDIS 102

Or (any Foreign Language)

SPAN 101, 102, 201, 202

FRENCH 101, 102, 103, 104

ART 105 Or MUSC 201

Or DANC 226 Or THEA 211

##### **Social and Behavioral Sciences (6.0)**

ANTH 207 Or ECON 201

Or ECON 103 Or POSC 301

Or PSYC 201 Or SOCI 201

Or SOSC 200

##### **Mathematics (3.0)**

MATH 110 Or MATH 103

Or MATH 125, Or MATH 131

Or MATH 203

**Natural Sciences (1 from each of two disciplines BIOL, or CHEM, or PHSC) (7.0)**

BIOL 101 Or BIOL 107

And CHEM 101 Or PHSC 101

Or PHSC 103

**Interdisciplinary & Emerging Issues (3.0)**

HEED 101 Or (any health course)

HEED 102, HEED 103, HEED 110,

HEED 201, HEED 203, HEED 205

Or SPCH 105 Or SPCH 202 Or

SPCH 204 Or GEOG 102

**School Core (39 Credits)**

MGMT 404 - Business Communication

MGMT 315 - Business Law

MGMT 390 - Business Statistics

FINM 330 - Principles of Business Finance

MKTG 480 – Fundamentals of International Business

MNSC 322- Operations Management

ACCT 201 - Principles of Financial Accounting

ACCT 202 - Principles of Managerial Accounting

MGMT 328 - Principles of Management

MKTG 310 - Principles of Marketing

ECON 211 - Principles of Economics I

MNSC 407 - Seminar in Strategic Management

MISY 341 - Small Systems Software

**MKTG Major Core Courses (12 Credits)**

Consumer in Society (MKTG 320)

Consumer Behavior (MKTG 360)

Sales Management (MKT 365)

Retail Management (MKTG 370)

**Other Requirements (12 Credits)**

Marketing Research (MKTG 460)

Advertising (MKTG 465)

Logistics (MKTG 475)

International Marketing (MKTG 480)

General Electives (14 Credits)

USM Requirement (3 Credits)

### Course Descriptions

#### **MKTG 310 Marketing for Managers (3 credits)**

An introduction to the challenges, failures, opportunities, successes, and potential of the processes for the distribution of goods and services, exploring the approaches and problems of the marketing manager's job and the world in which s/he operates.

#### **MKTG 320 The Consumer in Society (3 credits)**

A study of the concept of the "Free" Consumer – one who is informed about the operation of the marketplace and alert to both its positive contributions to his well-being, its failings, and its importance in preserving a free economy.

#### **MKTG 360 Consumer Behavior (3 credits)**

The fundamentals of consumer behavior involving the study of the principles which underlie consumption patterns and their relationship to the marketing of goods and services.

#### **MKTG 365 Sales Management (3 credits)**

An introduction to sales management with emphasis on major decision areas such as selection, recruitment, training, motivation, evaluation, planning, territory, decisions, communication, and organization.

#### **MKTG 370 Retail Management (3 credits)**

This course examines the principles and methods of retail management as applied to retail problem solving at the managerial level. It also provides students with in-depth knowledge of marketing activities at the retail level. Key issues include analysis of location, inventory control, organization, segmentation, buying functions, selling and profitability planning and control.

#### **MKTG 460 Marketing Research (3 credits)**

A study of the research methodologies and techniques used to obtain information needed for the marketing of goods and services.

#### **MKTG 465 Advertising (3 credits)**

A study of advertising concepts, design, and practices. The course examines the advertising industry, government regulations of advertising, and alternative advertising media.

#### **MKTG 475 Logistics (3 credits)**

An effective supply chain is essential for a company to deliver customer value. This course focuses on the study of logistical management and it has evolved into modern supply chain management. This course will include the study of inventory management, transportation, technology, cost estimating and operations. It will include the study of likely impacts from higher environmental standards, changes in technology, and other global trends that can be expected.

### **MKTG 480 International Marketing (3 credits)**

An analysis of cultural ,legal, political, and economic factors affecting the marketing of goods and services in world markets. Emphasis is placed upon differences in life styles, beliefs, attitudes, etc., and their influence on the marketing decisions of international firms.

#### **Expected Student Learning Outcomes**

1. Express ideas and concepts related to marketing in a professional manner and in a language that is appropriate for an intended business audience.
2. Write formal marketing reports with clear, logical and persuasive arguments. In addition, these reports must be structurally well developed, organized and utilize the appropriate language.
3. Describe and analyze various marketing issues and problems.
4. Apply various classical and contemporary marketing theories, principles and techniques to address various business problems.
5. Collect, analyze, and interpret data via scientific reasoning and marketing solution software.
6. Gather, evaluate, and disseminate information for market/marketing research and problem solving.
7. Demonstrate proficiency in the use of appropriate technology-based tools to address various marketing issues.
8. Demonstrate knowledge and express their views of the role of marketing and leadership theories in organizations.
9. Acquire knowledge and express their views of global and cultural perspectives in marketing.
10. Demonstrate and apply their knowledge of marketing theories, principles, concepts and relationship building in organizations.
11. Articulate their knowledge of global marketing issues and formulate marketing strategies to address these issues.
12. Demonstrate knowledge and application of marketing ethical issues and social responsibility.
13. Evaluate the social impact of various ethical issues in the field of marketing on society.

#### Plans to Use Assessment Data to Enhance Teaching and Learning in the Program:

Once course level assessment data are collected and analyzed, faculty, staff and administrators will collaborate together to evaluate the achievement of SLOs at the course level and program level and identify potential areas that need improvements. Course work, both traditional and non-traditional will be evaluated. Also, learning activities within a course will be examined. Assessment data will also be used to inform graduation and retention and the identification of needed student support services. Assessment data collection and evaluation is a dynamic and continuous improvement cycle for the enhancement of the program.



Also planned for the remainder of the academic year, will be the alignment of assessment to strategic planning for the School. Data will be used of course to inform teaching and learning, but also to inform the faculty of needed mid-course changes. For example, we may discover that students are not meeting a certain level of master within a particular course. Upon that discovery, we will analyze other courses where there may be opportunities to meet the same learning outcome and offer the particular course in a revised format. The School may also decide to replace the course with another if it is not meeting the strategic demands of the program. As with all institutions nationally, the use and understanding of assessment is evolving and we are not going to limit the practices that may be resultant from good assessment practices.

The School has its own tutorial center and a resource center which will also be notified of assessment results from the courses. They will work in concert with faculty for advisement purposes and in identifying students for particular intervention services.

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### **Demonstrable Quality of Program Faculty**

**Dr. Felix Abeson** is a Full Professor of Marketing/International Business. He holds a Doctor of Business Administration (DBA) degree in International Business and a Master of Business Administration (MBA) degree with a marketing elective from the U.S. International University (now Alliant International University) in San Diego, CA. He also holds a certificate and diploma in marketing from the Chartered Institute of Marketing, England.

Dr. Abeson has published several articles in the areas of marketing and international marketing/business. He has served as member of editorial review board and reviewer for scholarly journals.

**Dr. Emmanuel Anoruo** is a Professor of Economics and Finance and the Director of the Consumer Education Center. He holds a PhD in economics and an MBA degree in finance. He also holds a diploma in Bank Management Skills and Theory from the American Institute of Banking. Dr. Anoruo teaches economics, finance, and investment courses. His areas of interest include stock market linkages, income inequality, economic growth, monetary and fiscal policies. He has published extensively in the areas of economics and finance. He serves as an associate editor and a reviewer for a number of scholarly journals.

**Dr. Lidan Ha** attained her B.S. degree in Management Information Systems and M.A. degree in Quantitative Economics in 1996 and 1998, respectively, from Tsinghua University, Beijing, China. She earned her Ph.D. in Information Systems in 2005 from University of Maryland, Baltimore County. She is currently an Associate Professor at Coppin State University. Her major research interests are econometrics, decision sciences, and e-business.

**Professor Marjorie Hill-Lyles** is a native of Marrero, Louisiana. She is a graduate of Southern University, Baton Rouge, Louisiana where she earned a B.S. degree in Accounting. She continued her studies at the University of Colorado, Boulder, Colorado and earned an M.B.A. in

Management and Organization. Ms. Hill-Lyles is the Chairperson of the former Department of Management Science and Economics. She also teaches accounting courses.

Ms. Hill-Lyles is totally committed to teaching and is dedicated to reaching out, eliminating barriers and creating bonds between the youth and adults within the community.

**Dr. Rita McMillan** holds a PhD in Marketing from the University of Florida, a MS degree in Agricultural Economics from the University of California, Davis, and a BS degree in Agricultural Economics and Rural Sociology from Penn State University. Dr. McMillan has held visiting professorships at Virginia Intermount College and South Carolina State University. She has also served on the faculties of Dillard University and Texas A & M.

**Dr. Shingiray Mushonga** holds a PhD in Management from Jackson State University, a MBA from Western Kentucky University, and a BS degree from Western Kentucky University in Computer Information Systems. He also served as a visiting professor of Management at Valdosta State University in Valdosta, Georgia. Dr. Mushonga's research interests include: organizational/supervisory justice, leadership/followership, and trust. He has published in the *International Academy of Business and Economics*, the *Review of Business Research*, and the *Business Research Yearbook*.

**Dr. Yangsoon Song** earned his PhD in Business Administration from Pennsylvania State University, his MBA from Korea University and his BS from Seoul National University. His areas of research and teaching interests include telecommunication, negotiation, inventory management, forecasting, optimization, etc.

**Dr. Ronald C. Williams** earned his PhD from George Washington University School of Business and Public Management concentrating in organization behavior and development, and the management of science and technology. He earned his master of administrative science degree from Johns Hopkins University concentrating in human resource and organization development. His Bachelor of Arts degree is from the University of Tampa, Florida with majors in psychology, social science, and education.

Over the years, Dr. Williams has served as an adjunct in general management and the management of technology at graduate institutions including Johns Hopkins University and Loyola College. He is also a sought after speaker on the subject of leadership and strategy in faith-based organizations. His current areas of interests are the pneumatological aspects of work and the psycho-social aspects of technology.

#### **Student audience to be served by program and enrollment estimates**

The B.S. in marketing program will serve the students who are currently concentrating in marketing in the School of Business. There are 17 students concentrating in management. However, after consolidating low enrollment program areas, this enrollment will be

approximately 27. Current recruitment initiatives are expected to yield increasing enrollment during the next three years.

### **Impact on Student's Technology Fluency**

The CSU School of Business recognizes that the use of technology is instrumental in enabling learning, advancing research, facilitating business functions, and enhancing the quality of citizens' lives. We also recognize the importance of technology fluency in promoting success in employment and enhancing lifelong learning and communication capabilities. The School of Business graduates will possess information technology related skills that result from curricular focus, instructional strategies, and exposure to technology.

B.S. in marketing graduates will possess the ability to use information technology to identify and evaluate information sources, develop write and edit reports and papers, and meet other course requirements (i.e., online information research, analysis, and writing skills); present their work through a variety of online or technology assisted means such as web pages, email, online forums and presentation software (i.e., publishing/presentation skills); and bring appropriate technology to bear on the problems within their disciplines and have knowledge of technological tools relevant to their disciplines and to being an active member of society (i.e., problem solving).

### **Library Requirements**

Parlett L. Moore Library, named for Coppin's second president, Parlett Longworth Moore, supports the instructional program and provides an environment conducive to general intellectual enrichment and continued learning. The library provides space for classrooms, computer classrooms, meetings, visual exhibits, special programs and receptions, and offices. The library has over 40 public workstations to allow access to the Internet and various other networked resources.

Parlett L. Moore Library is a member of the Library Information Management System (LIMS) of the University System of Maryland and Affiliated Institutions (USMAI), a collaborative effort that permits state higher education institutions to share resources. LIMS provides a USMAI union on-line public access catalog that contains more than 1,400,000 titles.

### **Facilities and Equipment**

The University will physically house the program within its existing department of Management Information Systems. Also, the technology infrastructure is more than adequate to accommodate the program. Coppin State University has now received worldwide recognition for its extraordinary strides in IT as one of 50 companies and one of only five universities worldwide to receive the "Education All-Star Award" from Network World magazine. The University has been ranked as one of the nation's top college campuses for wireless

communications technology. The ranking was prompted by a survey conducted and sponsored by Intel Corporation. In the October 17 edition of U.S. News & World Report, Coppin is ranked no. 19 in a list of the top 50 college and universities throughout the nation with absolute wireless capability. The School of Business also provides the following support facilities for its majors: computer lab, advisement center, and a newly-created tutorial center.

**TABLE 1: RESOURCES**

Resources Categories	(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)
1. Reallocated Funds <sup>1</sup>	\$40,000	\$20,000	\$10,000	0	0
2. Tuition/Fee Revenue <sup>2</sup> (c+g below)	\$168,300	\$216,780	\$310,920	\$406,500	\$506,400
a. #F.T Students	27	35	50	65	80
b. Annual Tuition/Fee Rate	\$5,700	\$5,700	\$5,700	\$5,700	\$5,700
c. Annual Full Time Revenue (a x b)	153,900	199,500	285,000	370,500	456,000
d. # Part Time Students	10	12	18	25	35
e. Credit Hour Rate	\$160	\$160	\$160	\$160	\$160
f. Annual Credit Hours	9	9	9	9	9
g. Total Part Time Revenue (d x e x f)	14,400	17,280	25,920	36,000	50,400
3. Grants, Contracts, & Other External Sources <sup>3</sup>	0	0	0	0	0
4. Other Sources	0	0	0	0	0
<b>TOTAL (Add 1 - 4)</b>	<b>\$208,300</b>	<b>\$236,780</b>	<b>\$320,900</b>	<b>\$406,500</b>	<b>\$506,400</b>

<sup>1</sup> Funds reallocated from the consolidation of other academic areas such as finance, banking, and others within the School of Management Science and Economics.

TABLE 2: EXPENDITURES

Expenditure Categories	(Year 1)	(Year 2)	(Year 3)	(Year 4)	(Year 5)
1. Total Faculty Expenses (b + c below)	\$97,500	\$97,500	\$97,500	\$195,000	\$195,000
a. # FTE	1	1	1	2	2
b. Total Salary	75,000	75,000	75,000	150,000	150,000
c. Total Benefits	22,500	22,500	22,500	45,000	45,000
2. Total Administrative Staff Expenses (b + c below)	15,000	30,500	61,000	61,000	61,000
a. # FTE	.5	1	2	2	2
b. Total Salary	14,000	28,000	56,000	56,000	56,000
c. Total Benefits	1000	2,500	5,000	5,000	5,000
3. Total Support Staff Expenses (b + c below)	0	0	0	0	0
a. # FTE	0	0	0	0	0
b. Total Salary	0	0	0	0	0
c. Total Benefits	0	0	0	0	0
4. Equipment	0	0	0	0	0
5. Library	1,500	1,500	500	0	0
6. New or Renovated Space	0	0	0	0	0
7. Other Expenses	0	0	0	0	0
TOTAL (Add 1 - 7)	\$114,000	\$129,500	\$159,000	\$256,000	\$256,000

APPENDIX A

LEVEL I (FIRST-YEAR)

**FALL SEMESTER**

GER Category	Code	Course Title	GER Category	hrs.
English Comp	ENGL 101	English Composition I	English Comp	3
Mathematics	MATH 131	College Algebra	Arts & Hum.	3
Arts & Hum.	PHIL 102	Intro to Logic	Natural Sciences	3
Arts & Hum.	HIST	History I	IDIS & Emerg Issues	3
Soc. & Behav. Sci.	PSYC 201	Gen Psychology	Tech Fluency*	3
Fresh. Orientation	ORIE 101*	Freshman Seminar		1

**SEMESTER GEN ED TOTAL 15**

**CSU REQ 1**

LEVEL II (SOPHOMORE)

**FALL SEMESTER**

GER/MAJ Category	Code	Course Title	GER/MAJ Category	hrs.
Arts & Hum.	WLIT 207	World Literature	Major Course	3
Major Course	ECON 103	Intro to Bus & Ent Econ	Soc & Behav Sci	3
Natural Sciences	BIOL 101	Biological Science	Major Course	4
Arts & Hum.	SPAN 101	Spanish I	Major Course	3
Major Course	MNSC 222	Math for Management	Major Course	3

**SEMESTER TOTAL 16**

**SEMESTER GEN ED TOTAL 10**

**SPRING SEMESTER**

Code	Course Title	hrs.
ENGL 102	English Composition II	3
HIST	History II	3
PHSC 103	Tech & Human Affairs	3
SPCH 105	Intro to Spch Commun	3
MISY 150	Tech Fluency	3

**SEMESTER GEN ED TOTAL 12**

**CSU REQ 3**

**SPRING SEMESTER**

Code	Course Title	hrs.
ACCT 201	Financial Accounting I	3
ECON 211	Prin of Econ I	3
MGMT 328	Dynamics of Mgmt	3
MISY 341	Small Systems Software	3
MKTG 310	Marketing for Managers	3

**SEMESTER TOTAL 15**

**SEMESTER GEN ED TOTAL 3**

<u>FALL SEMESTER</u>			<u>LEVEL III (JUNIOR)</u>			<u>SPRING SEMESTER</u>		
<u>MAJ/ELE Category</u>	<u>Code</u>	<u>Course Title</u>	<u>MAJ/ELE Category</u>	<u>hrs.</u>	<u>MAJ/ELE Category</u>	<u>Code</u>	<u>Course Title</u>	<u>hrs.</u>
Major Course	ACCT 202	Financial Accounting II	Major Course	3	Major Course	FINM 330	Financial Mgmt	3
Major Course	ECON 212	Principles of Econ II	Major Course	3	Major Course	MNSC 390	Oper & Prod Mgmt	3
Major Course	MGMT 315	Legal Analysis	Major Course	3	Major Course	MKTG 320	Consumer in Society.	3
Major Course	MNSC 322	Managerial Statistics	Major Course	3	Major Course	MKTG 360	Consumer Behavior	3
Major Course	MNSC 355	Mgmt Science I	Major Course	3	Major Course	MKTG 365	Sales, Management	3
<b>SEMESTER TOTAL</b>			<b>15</b>			<b>SEMESTER TOTAL</b>		
<b>15</b>			<b>15</b>			<b>15</b>		
<u>FALL SEMESTER</u>			<u>LEVEL IV (SENIOR)</u>			<u>SPRING SEMESTER</u>		
<u>MAJ/ELE Category</u>	<u>Code</u>	<u>Course Title</u>	<u>MAJ/ELE Category</u>	<u>hrs.</u>	<u>MAJ/ELE Category</u>	<u>Code</u>	<u>Course Title</u>	<u>hrs.</u>
Major Course	MKTG 370	Retail Management	Major Course	3	Major Course	MKTG ELEC		3
Major Course	MKTG 460	Marketing Research	Major Course	3	Major Course	MKTG ELEC		3
Major Course	MKTG 465	Advertising	Gen Elective	3	Gen Elective	ELEC		3
Major Course	MKTG 475	Logistics.	Gen Elective	3	Gen Elective	ELEC		3
Major Course	MKTG 480	International Marketing	Gen Elective	3	Gen Elective	ELEC		1
<b>SEMESTER TOTAL</b>			<b>15</b>			<b>SEMESTER TOTAL</b>		
<b>15</b>			<b>15</b>			<b>13</b>		
<b>SEMESTER TOTAL</b>			<b>120</b>			<b>TOTAL CREDITS</b>		
<b>120</b>			<b>120</b>			<b>120</b>		

**CSU GRADUATION REQUIREMENTS:**

**\*ORIE 101 - FRESHMAN SEMINAR (1HR.) & MISY 150 TECH FLUENCY (3HRS.) = 4 HRS.**

**Additional Notes: Students must complete a minimum of 120 credits to earn a degree.**



