

Bachelor of Science – Marketing

IUP courses are offered on a rolling basis and the starting sequence may differ depending on the semester of enrollment. All IUP courses are taught at Boyce campus. IUP courses are in italics

First Semester		Credits
ACC 104	Financial Accounting	4
BUS 103	Principles of Management	3
ENG 101	English Composition I	3
PSY 101	Introduction to Psychology	3
CIT 100 or 140	Introduction to Computers or Office Productivity Applications	<u>3/4</u>
	TOTAL	16 - 17
Second Semester		
ACC 203	Managerial Accounting	4
BUS 104	Principles of Marketing	3
ECO 102	Macroeconomics	3
ENG 102	English Composition II	3
MAT 220	Business Calculus	<u>4</u>
	TOTAL	17
Third Semester		
BUS 122 or MAT 165	Business Statistics or Probability and Statistics	3/4
BUS 251	Business Law I	3
ECO 103	Microeconomics	3
PHIL 101/103/111/155	Introduction to Philosophy or Logic or Religions of the World or Ethics	3
<i>MKTG</i>	<i>Elective</i>	<u>3</u>
		15 - 16
Fourth Semester		
SPH 101	Oral Communications	3
	Free Elective ⁱ	3
BIO/CHM/GGY/ PHY	Science	3
HIS 101/102/104/105/213	History of Western Civilization I or II, US History I or II, 20 th Century World History	3
<i>MKTG 321</i>	<i>Consumer Behavior</i>	<u>3</u>
		15
Fifth Semester		
BIO/CHM/GGY/PHY	Science with Lab	4
	Free elective ⁱⁱ	2
<i>FIN 310</i>	<i>Fundamentals of Finance</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MKTG</i>	<i>Elective</i>	<u>3</u>
		15
Sixth Semester		
ANT 101/102/GEOG 101	Introduction to Anthropology or Cultural Anthropology or World Geography	3
<i>MKTG 421</i>	<i>Marketing Research</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MGMT 330</i>	<i>Production and Operations Management</i>	3
<i>QBUS 215</i>	<i>Business Statistics</i>	3
		15
Seventh Semester		
ART 106/ MUS 101/ THE 101	Introduction to Art History or Introduction to Music or Introduction to Theatre	3
<i>BCOM 321</i>	<i>Business Communications</i>	3
<i>IFMG 300</i>	<i>Information Systems</i>	3
<i>MKTG 450</i>	<i>Marketing Strategy</i>	3
	TOTAL	12

Eighth Semester

BUS 110 or HPE 171	Personal Finance or Personal and Community Health and Wellness	3
ENG 115/209/210	General Literature/World Literature to 1650/World Literature 1650 - Present	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MKTG</i>	<i>Elective</i>	3
<i>MGMT 495</i>	<i>Business Policy – Capstone Class</i>	<u>3</u>
		15
	IUP Total Credits	45
	CCAC Credits	75
	Total CCAC and IUP Credits	120

ⁱ Free electives, if available, can be used toward 100-level remedial courses.

ⁱⁱ 2 credits of free electives may not be available to students who take CIT 140 (4 credits) and MAT 165 (4 credits).