

## Marketing SAMPLE CLASS SCHEDULE\*

**Marketing and Business Law: Phone 320-308-2057 or [mkgb@stcloudstate.edu](mailto:mkgb@stcloudstate.edu)**

### Marketing Major Advisors

Dr. Jo Ann Asquith [jasquith@stcloudstate.edu](mailto:jasquith@stcloudstate.edu) (320) 308-2207  
 Dr. Denny Bristow [dbristow@stcloudstate.edu](mailto:dbristow@stcloudstate.edu) (320) 308-5125  
 Dr. Penelope DeJong [pfdejong@stcloudstate.edu](mailto:pfdejong@stcloudstate.edu) (320) 308-3424  
 Dr. Rajesh Gulati [rgulati@stcloudstate.edu](mailto:rgulati@stcloudstate.edu) (320) 308-6645  
 Dr. Jim Johnson [choo\\_choo@stcloudstate.edu](mailto:choo_choo@stcloudstate.edu) (320) 308-2222  
 Dr. Bruce Klemz [brklemz@stcloudstate.edu](mailto:brklemz@stcloudstate.edu) (320) 308-3161  
 Dr. Bill Rodgers [wrodgers@stcloudstate.edu](mailto:wrodgers@stcloudstate.edu) (320) 308-2058  
 Dr. Drue Schuler [dschuler@stcloudstate.edu](mailto:dschuler@stcloudstate.edu) (320) 308-2032  
 Dr. Ken Schneider [kschneider@stcloudstate.edu](mailto:kschneider@stcloudstate.edu) (320) 308-3276  
 Dr. Stevie Watson [swatson@stcloudstate.edu](mailto:swatson@stcloudstate.edu) (320) 308-3209

First Semester	Second Semester
English 191 Intro to Rhetorical and Analytical Writing (4 credits) <sup>1</sup> Math 196 Mathematical Thinking and Modeling (3 credits) <sup>2</sup> Democratic Citizenship (3 credits) <sup>3</sup> General Ed from Distribution area A-Humanities and Fine Arts (3credits) <sup>4</sup> Lab Class from Distribution Area B-Natural Sciences (3 credits)	Communication Studies 192 Intro to Communication Studies (3 credits) Philosophy 194 Critical Reasoning (3 credits) Economics 205 Principles of Macroeconomics (3 credits) Computer Science 169 Computers in Society (3 credits) <sup>5</sup> Racial Issues Course (3 credits) COB 111 Orientation to the College of Business (1 credit)
<b>Total Semester Credits = 16</b>	<b>Total Semester Credits = 16</b>
Third Semester	Fourth Semester
<sup>6</sup> ACCT 291 Accounting I (3 credits) <sup>6</sup> BCIS 242 Business Statistics (4 credits) ECON 206 Principles of Microeconomics (3 credits) <sup>3</sup> General Ed Class from Area A-Humanities and Fine Arts (3 credits) <sup>7</sup> University Elective (3 credits)	ACCT 292 Accounting II (3 credits) <sup>6</sup> BLAW 235 The Legal, Ethical, and Global Environment of Business (3cr) <sup>8</sup> PESS 122 Lifelong Health and Fitness (1 credit) <sup>9</sup> Business Core Communication Requirement (3 credits) <sup>7</sup> University Elective (3 credits)
<b>Total Semester Credits = 16</b>	<b>Total Semester Credits = 13</b>
Fifth Semester	Sixth Semester
MGMT 301 Introduction to Professional Management (3credits) MKTG 320 Introduction to Marketing (3credits) BCIS 340 Management Information Systems (3 credits) <sup>7</sup> University Elective (3 credits) <sup>7</sup> University Elective (3 credits)	MGMT 383 Operations Management (3 credits) FIRE 371 Managerial Finance (3 credits) MKTG 321 Buyer Behavior (3 credits) MKTG 322 Marketing Information and Research (3credits) <sup>7</sup> University Elective (3 credits)
<b>Total Semester Credits = 15</b>	<b>Total Semester Credits = 15</b>
Seventh Semester	Eighth Semester
PHIL 484 Global Business Ethics (3 credits) MKTG 402 Product and Price Management (3 credits) MKTG 403 Principals of Promotion (3 credits) BLAW 433 Marketing and the Law (3 credits) <sup>10</sup> Marketing Elective (3 credits)	MGMT 497 Strategic Management (3 credits) MKTG 404 Distribution Management (3 credits) <sup>10</sup> Marketing Elective (3 credits) <sup>10</sup> Marketing Elective (3 credits) <sup>7</sup> University Elective (3 credits)
<b>Total Semester Credits = 15</b>	<b>Total Semester Credits = 15</b>

**\*This schedule is only one example of how a student may complete the requirements of the Marketing major. Business students are encouraged to participate in the business internship program and/or a study abroad program. Please talk to a business advisor to plan your unique schedule.**

#### Notes:

1. Math 196 requires a placement exam prior to registering for the class.
2. Choose one of the following classes: CMTY 195, ECON 195, HIST 195, POL 195, SOC 195, SW 195
3. To take advantage of "double counting" choose a diversity class from this area.
4. Refer to the General Ed Program Check List for the appropriate choice of classes.
5. Choose one of the following classes: CMTY 111, 470, ETHS 201,205,210,215, HIST 109, HURL 102,105, SOC 268

6. A 2.40 GPA and 12 earned credits are the pre-requisites for this class.
7. University Elective is a class that you choose generally outside your major field of study. This class is usually in an area that holds high interest for you or would compliment your major. Examples of this for a business major may be a psychology class, a political science class, or a golf class.
8. This class is required for all SCSU students.
9. Choose one of the following classes: MKTG 333, ENGL 332, CMST 321, 332, 335, 341, 422, 432, 441
10. Selected from upper division MKTG courses. With approval of adviser, 3 credits of non-MKTG courses may be used as part of the 6 elective credits.