

# Marketing four year plan

## College of the Ozarks



THIS IS A PROPOSED GUIDELINE, PLEASE CHECK THE CATALOG AND TALK TO YOUR ADVISOR FOR YOUR FINAL DEGREE REQUIREMENTS.

### FALL SEMESTER

PAT 103	PATRIOTIC EDUCATION I	3
CC 101	BASE CAMP	1
BTS 103	CHRISTIAN WORLDVIEW I	3
CSC 113	FUNDAMENTALS OF COMPUTER SYSTEMS	3
ENG 103	COLLEGE COMPOSITION	3
	CHOOSE ONE EXPLORATION CLASS	3

**TOTAL CREDIT HOURS 16**

### FRESHMAN

MAT GE	MATH INQUIRY OR COLLEGE ALGEBRA	3
MKT 223	MARKETING	3
MGT 213	PRINCIPLES OF MANAGEMENT	3
HTY 153	WESTERN CIVILIZATION I	3
ENG 163	READINGS IN WESTERN CIVILIZATION	3

**TOTAL CREDIT HOURS 15**

### FALL SEMESTER

HTY 253	THE AMERICAN EXPERIENCE	3
ECN 203	MACROECONOMICS	3
ACT 203	ELEMENTARY ACCOUNTING I	3
ENG 253	AMERICAN RHETORIC	3
	CHOOSE ONE FINE ART CLASS	3
CC 201	FAITHFUL VOCATION	1

**TOTAL CREDIT HOURS 16**

### SOPHOMORE

FIN 243	FINANCE	3
ACT 213	ELEMENTARY ACCOUNTING II	3
SPC 103	PUBLIC SPEAKING	3
	CHOOSE ONE NATURAL SCIENCE & LAB	4
ECN 213	MICROECONOMICS	3

**TOTAL CREDIT HOURS 16**

### SPRING SEMESTER

### FALL SEMESTER

PED 101	LIFETIME WELLNESS	1
BUS 253	BUSINESS LAW I	3
MKT 343*	CONSUMER BEHAVIOR	3
MKT 363*	PROMOTIONAL STRATEGIES	3
BUS 233	BUSINESS STATISTICS	3
		3

**TOTAL CREDIT HOURS 16**

### JUNIOR

BUS 303	BUSINESS COMMUNICATIONS	3
BUS 373	SPREADSHEET ANALYTICS	3
MCC 353**	SOCIAL MEDIA CAMPAIGNS OR COLLATERAL	3
MKT 333**	DIGITAL MARKETING	3
	CHOOSE ONE ELECTIVE OF YOUR CHOICE	3

**TOTAL CREDIT HOURS 15**

### SPRING SEMESTER

### FALL SEMESTER

MKT 433*	MARKETING RESEARCH	3
BUS 353	INTERNATIONAL BUSINESS	3
BUS 453	BUSINESS ETHICS	3
	CHOOSE ONE ELECTIVE OF YOUR CHOICE	3
	CHOOSE ONE ELECTIVE OF YOUR CHOICE	3

**TOTAL CREDIT HOURS 15**

\*=FALL ONLY      \*\*=SPRING ONLY

### SENIOR

BTS 4003	CHRISTIAN WORLDVIEW II	3
MGT 443	STRATEGIC MANAGEMENT	3
MKT 423**	MARKETING STRATEGY	3
	CHOOSE ONE ELECTIVE OF YOUR CHOICE	3
PAT 401***	PATRIOTIC EDUCATION II (OPTIONAL)	1

**TOTAL CREDIT HOURS 13**

\*\*\*TRIP TO WASHINGTON DC BY APPLICATION

# COURSE CHECKLIST

## GENERAL EDUCATION COURSES

- CC 10V BASE CAMP
- PED 101 LIFETIME WELLNESS
- BTS 103 CHRISTIAN WORLDVIEW I
- PAT 103 PATRIOTIC EDUCATION
- SPC 103 PUBLIC SPEAKING
- ENG 103 OR 104 COLLEGE COMPOSITION
- CSC 133 FUNDAMENTALS OF COMPUTER SYSTEMS
- HTY 153 OR HTY 163 WESTERN CIVILIZATION
- ENG 163 READINGS IN WESTERN CIVILIZATION
- MATH INQUIRY OR COLLEGE ALGEBRA
- ONE NATURAL LAB SCIENCE (COURSE AND LAB)
- ONE EXPLORATION COURSE
- ONE FINE ARTS COURSE OR 3 HOURS
- CC 201 FAITHFUL VOCATION INTEGRATION
- ECN 203 MACROECONOMICS
- ENG 253 AMERICAN RETORIC
- HTY 253 AMERICAN EXPERIENCE
- BTS 40003 CHRISTIAN WORLD VIEW II

## BUSINESS CORE COURSES

- ACT 203 ACCOUNTING I
- ACT 213 ACCOUNTING II
- MGT 213 PRINCIPLES OF MANAGEMENT
- BUS 233 BUSINESS STATISTICS
- ECN 213 MICROECONOMICS
- FIN 243 FINANCE
- MKT 223 MARKETING
- BUS 253 BUSINESS LAW
- BUS 303 BUSINESS COMMUNICATIONS
- BUS 353 INTERNATIONAL BUSINESS
- BUS 373 SPREADSHEET ANALYTICS
- BUS 443 STRATEGIC MANAGEMENT (SENIOR YEAR)
- BUS 453 BUSINESS ETHICS

## MARKETING MAJOR COURSES

- MKT 333 DIGITAL MARKETING (SPRING)
- MKT 343 CONSUMER BEHAVIOR (FALL)
- MKT 363 PROMOTIONAL STRATEGIES (FALL)
- MKT 433 MARKETING RESEARCH (FALL)
- MKT 423 MARKETING STRATEGY (SPRING)
- CHOOSE ONE COLLATERAL COURSE
  - MCC 353 SOCIAL MEDIA CAMPAIGNS (SPRING)
  - SPC 303 INTERCULTURAL COMMUNICATIONS (S-E)
  - SPC 363 PUBLIC RELATIONS (SPRING)
  - HRM 303 HOSPITALITY MARKETING & SALES (SPRING)
  - MGT 393 SUPPLY CHAIN MANAGENT (SPRING)