

Table 1a: Undergraduate Program Schedule : International Business - Marketing

Indicate academic calendar type: X Semester Quarter Trimester Other (describe)

| Term: Fall 1 | | | | | | Term: Spring 1 | | | | | | | | | | | | | | |
|---|---------------------|-----|-----|-----|---|---|----|-----|-----|-----|---|--|--|--|--|--|--|--|--|--|
| Check course classification (s) | | | | | | (Check course classification (s)) | | | | | | | | | | | | | | |
| Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | | | | | | | | | |
| MGMT-101-Business I: Ideas and Business Planning | 3 | | X | | Co-req MGIS 101 | MGIS-102-Bus 2: Technology-enabled Launch | 3 | | X | | MGMT-101 and MGIS 101 | | | | | | | | | |
| MGIS-101-Computer-Based Analysis | 1 | | X | | | GE Elective: MATH-161 Calculus | 4 | X | | | C- or better in MATH-101, MATH-111 or MATH-131 | | | | | | | | | |
| GE Elective: MATH-101 Algebra | 3 | X | | | | GE Elective 1: ECON-201-Principles of Macroeconomics | 3 | X | | | ECON-101 | | | | | | | | | |
| LAS-Perspective 3 (Global): ECON-101- Principles of Microeconomics | 3 | X | | | | ACCT-210-Management Accounting | 3 | | X | | ACCT-110 | | | | | | | | | |
| ACCT-110-Financial Accounting | 3 | | X | | | LAS-Perspective 5 (Natural Science) | 3 | X | | | | | | | | | | | | |
| GE Elective: UWRT-100 Critical Reading and Writing | 3 | X | | | | | | | | | | | | | | | | | | |
| ACSC-010 Year One Seminar | 0 | | | | | | | | | | | | | | | | | | | |
| Term credit total: | 16 | 9 | 7 | | | Term credit total: | 16 | 10 | 6 | | | | | | | | | | | |
| Term: Fall 2 | | | | | | Term: Spring 2 | | | | | | | | | | | | | | |
| Check course classification (s) | | | | | | (Check course classification (s)) | | | | | | | | | | | | | | |
| Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | | | | | | | | | |
| LAS Immersion 1 | 3 | X | | | | MGMT-215-Organizational Behavior | 3 | | X | | Sophomore status | | | | | | | | | |
| MKTG-230-Principles of Marketing | 3 | | X | | Sophomore status | MGMT-035 Careers in Business | 0 | | x | | | | | | | | | | | |
| FINC-220-Corporate Finance | 3 | | X | | ECON-201, ACCT-110, STAT-145 | UWRT-150-Writing Seminar | 3 | X | | | | | | | | | | | | |
| LAS-Perspective 7A (Mathematical):STAT-145-Introduction to Statistics I | 3 | X | | | | LAS-Perspective 7B (Mathematical): STAT-146-Introduction to Statistics II | 4 | X | | | | | | | | | | | | |
| LAS Perspective 4 (Social) | 3 | x | | | | MGIS-130-Information Systems & Technology | 3 | | x | x | | | | | | | | | | |
| | | | | | | LAS Immersion 2 | 3 | x | | | | | | | | | | | | |
| Term credit total: | 15 | 9 | 6 | | | Term credit total: | 16 | 10 | 6 | | | | | | | | | | | |
| Term: Fall 3 | | | | | | Term: Spring 3 | | | | | | | | | | | | | | |
| Check course classification (s) | | | | | | (Check course classification (s)) | | | | | | | | | | | | | | |
| Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | | | | | | | | | |
| INTB Elective: INTB-320 Global Marketing | 3 | | x | | MKTG-230 or NBUS-227 or equivalent course | LAS-Perspective 1 (Ethical): MGMT-340-Business Ethics and Corporate Social Responsibility | 3 | x | | | sophomore status | | | | | | | | | |
| INTB-310 Regional Business | 3 | | X | | | DECS-310-Operations Management | 3 | | X | | STAT-145 or equivalent, junior status | | | | | | | | | |
| LAS-Perspective 2 (Artistic): ENGL-210-Literary and Cultural Studies | 3 | x | | | | INTB Elective: INTB-300 Cross-Cultural Management | 3 | | X | | | | | | | | | | | |
| GE Elective | 3 | x | | | | GE elective:COMM-253-Communication | 3 | x | | | | | | | | | | | | |
| LAS Immersion 3 | 3 | X | | | | Institute Elective | 3 | | | | LAS, Maj, or other | | | | | | | | | |
| Term credit total: | 15 | 9 | 6 | | | Term credit total: | 15 | 6 | 6 | | | | | | | | | | | |
| Term: Fall 4 | | | | | | Term: Spring 4 | | | | | | | | | | | | | | |
| Check course classification (s) | | | | | | (Check course classification (s)) | | | | | | | | | | | | | | |
| Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | Course Number & Title | CR | LAS | Maj | New | Prerequisite(s) | | | | | | | | | |
| INTB-550 Global Entry | 3 | | X | | | MGMT-560-Strategy and Innovation | 3 | | X | | MGMT-215 MKT-230, FINC-220, DECS-310, senior status | | | | | | | | | |
| Co-Major/Minor: MKTG-350 Buyer Behavior | 3 | | x | | MKTG-230 | GE Elective | 3 | x | | | | | | | | | | | | |
| Co-Major/Minor: MKTG-360 Professional Selling | 3 | | x | | MKTG-230 | Institute Elective | 3 | | | | LAS, Maj, or other | | | | | | | | | |
| GE Elective | 3 | X | | | | Co-Major/Minor: MKTG-320 Internet Marketing | 3 | | x | | MKTG-230 | | | | | | | | | |
| LAS Perspective 6 (Scientific Principles) | 3 | X | | | | Co-Major/Minor: MKTG-370 Advertising and Promotion | 3 | | x | | MKTG-230 | | | | | | | | | |
| Term credit total: | 15 | 6 | 9 | | | Term credit total: | 15 | 3 | 9 | | | | | | | | | | | |
| Program Totals: | Credits: 123 | | | | | Liberal Arts & Sciences: 62 | | | | | Major: 55 | | | | | Electives & Other: 6 plus two summers of cooperative education, & foreign language requirements | | | | |