

COLLEGE OF BUSINESS
BACHELOR OF SCIENCE
FOUR-YEAR DEGREE PATHWAY

Business Administration: Marketing Management specialization

Sample only—your academic advisor will help you create an individualized plan.

YEAR 1	Fall Quarter		Winter Quarter		Spring Quarter		
	ENG 101*	Academic Writing I	ENG 102 (K1)	Academic Writing II	BUS 102	Business Computer Skills	
	MATH 100B*	Introductory Algebra	MATH 152	Functions and Reasoning	MATH 153	Precalculus I	
	UNIV 101	Transition to CWU K3 – Creative Expression	BUS 110	Professional Development I K5 – Humanities		K8 – Science & Technology	
Total Quarter Credits		11	Total Quarter Credits		16	Total Quarter Credits	15

YEAR 2	Fall Quarter		Winter Quarter		Spring Quarter		
	ACCT 251	Financial Accounting	ACCT 252	Managerial Accounting	MKT 362	Essential Marketing Concepts	
	ECON 130	Foundations for Business Analytics K7 – Physical & Natural World	BUS 221	Introductory Business Statistics	BUS 241 (K2)	Legal Environment of Business	
			ECON 201 (K6)	Principles of Microeconomics	ECON 202 (K4)	Principles of Macroeconomics	
				COM 301	Public Speaking for Business and Organizations		
Total Quarter Credits		15	Total Quarter Credits		15	Total Quarter Credits	17

YEAR 3	Fall Quarter		Winter Quarter		Spring Quarter		
	MIS 320	Business Process Analysis and Systems	MGT 382	Principles of Management	BUS 301	Contemporary Approaches to Personal and Professional Dev	
	SCM 310	Supply Chain Management	FIN 370	Introductory Financial Management		Open Elective/Minor Class	
	ENG 311	Business Writing Open Elective/Minor Class		Open Elective/Minor Class		Open Elective/Minor Class	
Total Quarter Credits		15	Total Quarter Credits		15	Total Quarter Credits	13

YEAR 4	Fall Quarter		Winter Quarter		Spring Quarter		
	MKT 468	Consumer Behavior	MKT 469	Market Research	MGT 489	Strategic Management	
	BUS 310	Professional Development II Marketing Elective #1		Marketing Elective #2 Open Elective/Minor Class	BUS 489	AACSB Assessment	
		Open Elective/Minor Class			MKT 470	Marketing Problems and Policy Open Elective/Minor Class	
Total Quarter Credits		16	Total Quarter Credits		15	Total Quarter Credits	17
Total Credits						180	

*Assumes appropriate placement. If placement needs are different, your advisor will help you create a suitable first-year Math/English sequence to set you up for success.