

**EAST CENTRAL UNIVERSITY**  
**STONECIPHER SCHOOL OF BUSINESS**  
**MARKETING (BS) - 0076**  
**4-YEAR PLAN**  
**2025-2026 CATALOG YEAR**

**FIRST YEAR- FRESHMAN (29-HRS)**

Fall Semester

BUS	1113	Foundations of Business (C)^±
ENG	1113	Freshman Composition I (C)^
FIN	1113	Financial Literacy (CT)^
MATH	1613	Functions and Modeling (CT)^±
MIS	1903	Computer Business Applications (C)^±
UNIV	1001	Tiger Connect (IL)^

**16 TOTAL HOURS**

Spring Semester

COMM	1113	Fundamentals of Human Comm. (C)^ ±
ENG	1213	Freshman Composition II (IL)^
PS	1113	United States Government (CT)^
HIST	1113	Foundations of Western Civ (IKC)^
EHS	1114	Intro to Environmental Science (GC)^
EHS	1114L	Intro to Environmental Science Lab

**16 TOTAL HOURS**

**SECOND YEAR-SOPHOMORE (31-HRS)**

Fall Semester

ACCT	2103	Financial Accounting
HUM	2633	World Religion and Thought (GC)^
HIST	2483	History before 1877 (CT)^
ECON	2003	Principles of Macroeconomics
PHSCI	1114	General Physical Science (CT)^
PHSCI	1114L	General Physical Science Lab

**16 TOTAL HOURS**

Spring Semester

ACCT	2223	Managerial Accounting
BSEC	2603	Business and Economic Statistics
ECON	2273	Principles of Microeconomics
MKTG	3313	Principles of Marketing

General Education Elective Course(s) (4 hours)^

**16 TOTAL HOURS**

An extra general education elective course is needed to fulfill the requirement.

**All ECU students are required to meet the Board of Regents' Computer Proficiency Requirement.**

**THIRD YEAR - JUNIOR (30-HRS)**

Fall Semester

BSEC	3103	Foundations of Data Analytics
BUCOM	3133	Bus. Comm. And Report Writing
MGMT	3013	Principles of Management
MKTG	3423	Integrated Marketing Communication -or-
MKTG	3123	Event Management
BUSLW	3213	The Legal Environment of Business

**15 TOTAL HOURS**

Spring Semester

MGMT	3063	Production/Operations Management
MIS	3433	Management Information Systems
FIN	3113	Financial Management
ITM	3473	Data Visualization
MGMT	3113	Consumer Behavior

**15 TOTAL HOURS**

**FOURTH YEAR - SENIOR (30-HRS)**

Fall Semester

BUS	4103	Global Business
BUS	4213	Business Ethics
MKTG	4413	Marketing Research
Choose any 3-hour UL Business, ITM, or Acct course		
<u>Choose a minimum of 2-hour course for elective credit</u>		

**15 TOTAL HOURS**

Spring Semester

BUS	4153	Business Strategy and Policy
MKTG	3813	Professional Selling
MKTG	4113	Sports Marketing -or-
MKTG	4213	Retail Management -or-
BSEC	4003	Advanced Data Analytics
Choose any 3-hour UL Business, ITM, or Acct course		

**12 TOTAL HOURS**

± Indicates courses that count toward both the degree and the general education requirements. A maximum of 12 credit hours may be applied to both general education and major requirements.

^ Indicates courses that fulfill the general education requirements.

*Per graduation requirements, you must have at least one course from each of the Student Learning Outcomes – Communication (C), Critical Thinking (CT), Information Literacy (IL), Intercultural Knowledge and Competence (IKC), Global Citizenship (GC)*

