

**East Central University**  
**Stonecipher School of Business**  
**2024-2025 Marketing Degree Plan**

**FIRST YEAR**

**Fall Semester**

BUS 1113 Foundations of Business (C)  
 ENG 1113 Freshman Composition I (C)  
 MATH 1613 Functions and Modeling (CT)  
 MIS 1903 Computer Business Applications (C)  
 UNIV 1001 Tiger Connect (IL)  
**13 TOTAL HOURS**

**Spring Semester**

---4 Nature and Science\*  
 COMM 1113 Fundamentals of Human Communication (C)  
 ENG 1213 Freshman Composition II (IL)  
 ---3 Civic Consciousness  
 ---3 Cultural and Aesthetic Awareness  
**16 TOTAL HOURS**

**SECOND YEAR**

**Fall Semester**

ACCT 2103 Financial Accounting  
 BSEC 2603 Business and Economic Statistics  
 ECON 2003 Principles of Macroeconomics  
 ---3 Civic Consciousness  
 ---4 Nature and Science\*  
**16 TOTAL HOURS**

**Spring Semester**

ACCT 2203 Managerial Accounting  
 ECON 2013 Principles of Microeconomics  
 ---3 Cultural & Aesthetic Awareness  
 ---1 General Education Electives\*  
 ---5 Elective Hours  
**15 TOTAL HOURS**

**THIRD YEAR**

**Fall Semester**

BUSLW 3213 The Legal Environment of Business  
 FIN 3113 Financial Management  
 MGMT 3013 Principles of Management  
 MKTG 3313 Principles of Marketing  
 BUCOM 3133 Bus. Communication & Report Writing  
**15 TOTAL HOURS**

**Spring Semester**

MGMT 3063 Production/Operations Management  
 MIS 3433 Management Information Systems  
 ENTR 3103 Introduction to Entrepreneurship  
 ---3 Upper Level Finance (3 Hours)  
 ---3 Upper Level Management (3 hours)  
**15 TOTAL HOURS**

**FOURTH YEAR**

**Fall Semester**

BUS 4103 Global Business  
 BUS 4213 Business Ethics  
 ---3 Upper Level Marketing  
 ---3 Upper Level MIS or ITM  
 ---3 Choose any 3 hour UL Business, ITM, or Acct course  
**15 TOTAL HOURS**

**Spring Semester**

BUS 4303 Business Strategy & Policy  
 ---6 Choose any UL Business, ITM, or Acct courses  
 ---6 Elective Hours  
**15 TOTAL HOURS**

**Total Hours 120**

\* The elective hour requirement here is based upon the assumption that both science courses are 4 hour courses. If one taken is a 3 credit hour course, you will need an extra general education elective course to fulfill the requirement.

*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)*

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