<table>
<thead>
<tr>
<th>COURSE</th>
<th>COURSE TITLE</th>
<th>HR</th>
<th>PREREQUISITE(S)</th>
<th>TERM OFFERED</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 201</td>
<td>Principles of Accounting 1</td>
<td>3.0</td>
<td>Completed 18 credit hours</td>
<td>Fall/Spring/Summer</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Principles of Accounting 2</td>
<td>3.0</td>
<td>ACC 201 with a grade higher than C-</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>BA 205</td>
<td>Foundations of Business Analytics</td>
<td>3.0</td>
<td>None</td>
<td>Fall/Spring</td>
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<tr>
<td>BL 260</td>
<td>Principles of Business Law</td>
<td>3.0</td>
<td>None</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>ECON 201</td>
<td>Elementary Microeconomics</td>
<td>3.0</td>
<td>C or better grade in ECON 201</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>ECON 221</td>
<td>Business Statistics</td>
<td>3.0</td>
<td>C or better grade in MATH 110 or MATH 111 or MATH 113, or a passing grade (D- or better) in MATH 132, MATH 161, or MATH 165</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>FIN 300</td>
<td>Principles of Finance</td>
<td>3.0</td>
<td>C or better grade in ACC 201</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>ISOM 210</td>
<td>Business Information Systems</td>
<td>3.0</td>
<td>None</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>ISOM 249</td>
<td>Fundamentals of Business Communications</td>
<td>3.0</td>
<td>C or better grade in ENG 104 or in ENG 114</td>
<td>Fall/Spring/Summer</td>
</tr>
<tr>
<td>ISOM 351</td>
<td>Operations Management</td>
<td>3.0</td>
<td>ECON 221 or permission of department chairperson</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>MATH 132</td>
<td>Brief Calculus</td>
<td>3.0</td>
<td>C- or better in MATH 110 or 111, or an appropriate score on the SAT/ACT or on the mathematics placement test, or permission of the department chairperson</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>MCOB 100</td>
<td>Introduction to Miller College and World of Business</td>
<td>1.0</td>
<td>Open only to Miller College Business majors. Other majors by permission.</td>
<td>Fall/Spring</td>
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<tr>
<td>MCOB 200</td>
<td>Job Search Skills</td>
<td>1.0</td>
<td>Prereq: Credit in MCOB 100 Prereq or parallel enrollment in ISOM 249</td>
<td>Fall/Spring</td>
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<tr>
<td>MCOB 300</td>
<td>Transition to the Profession</td>
<td>1.0</td>
<td>Credit in MCOB 100 Prereq or parallel enrollment in MCOB 200</td>
<td>Fall/Spring</td>
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<tr>
<td>MGT 300</td>
<td>Managing Behavior in Organizations</td>
<td>3.0</td>
<td>Sophomore standing; C or better grade in ECON 116 or 201</td>
<td>Fall/Spring/Summer</td>
</tr>
<tr>
<td>MGT 491</td>
<td>Business Policy and Strategic Management</td>
<td>3.0</td>
<td>Senior standing; completion of all Miller College of Business core classes including BL 260, FIN 300, ISOM 249, ISOM 351, MGT 300, MKG 300, MATH 132 or 161 or 162 or 165 or 166. No simultaneous enrollment allowed.</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>MKG 300</td>
<td>Principles of Marketing</td>
<td>3.0</td>
<td>Sophomore standing; minimum grade of C in ECON 116 or 201</td>
<td>Fall/Spring/Summer</td>
</tr>
<tr>
<td>MKG 325</td>
<td>Professional Selling</td>
<td>3.0</td>
<td>Minimum grade of C in ECON 116 or 201; Prerequisite or parallel: MKG 300</td>
<td>Fall/Spring</td>
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<tr>
<td>MKG 350</td>
<td>Market Research &amp; Analysis</td>
<td>3.0</td>
<td>MKG 300 and ECON 221</td>
<td>Fall/Spring/Summer</td>
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<tr>
<td>MKG 425</td>
<td>Seminar in Advanced Professional Selling</td>
<td>3.0</td>
<td>MKG 300, 325; permission of the department chairperson</td>
<td>Fall/Spring</td>
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<tr>
<td>MKG 427</td>
<td>Sales Management</td>
<td>3.0</td>
<td>MKG 300, 325</td>
<td>Fall/Spring</td>
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<tr>
<td>MKG 429</td>
<td>Sales Technology Application</td>
<td>3.0</td>
<td>MKG 300, 325</td>
<td>Spring/Summer</td>
</tr>
<tr>
<td>Choose 3 hours of MKG electives</td>
<td>MKG 369-Professional Practice in Marketing</td>
<td>3.0</td>
<td>MKG 300; permission of department chairperson or internship coordinator MKG 300, 325; permission of the department chairperson</td>
<td>Fall/Spring</td>
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<tr>
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<td>MKG 432-Sales Strategy</td>
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<tr>
<td>Choose 6 hours of MKG electives</td>
<td>MKG 310-Consumer Behavior</td>
<td>6.0</td>
<td>MKG 300</td>
<td>Fall/Spring</td>
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<td>MKG 375-Social Media Marketing</td>
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<td>MKG 300</td>
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<td>MKG 470-International Marketing</td>
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<td>MKG 300</td>
<td>Fall</td>
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<tr>
<td>Choose 3 hours of MKG electives</td>
<td>MKG 345-Procurement and Supply Management</td>
<td>3.0</td>
<td>MKG 300</td>
<td>Fall</td>
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<td></td>
<td>MKG 460-Strategic Supply Chain Management</td>
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<td>MKG 300</td>
<td>Spring</td>
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Updated 07/01/2021
## PROFESSIONAL SELLING

### Freshman Year

<table>
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<tr>
<th>1st semester</th>
<th>Hrs</th>
<th>2nd semester</th>
<th>Hrs</th>
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<tbody>
<tr>
<td>ENG 103 or 104 (placement)</td>
<td>3</td>
<td>ENG 104 or University Core course</td>
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<tr>
<td>MATH 110 or 111 (placement)</td>
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<td>MATH 132 (University Core Foundation)</td>
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<td><strong>MCOB 100</strong></td>
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<td>University Core Course</td>
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<td>ECON 201 (Tier 1)</td>
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<td>FIN 101 &amp; PFW 1##</td>
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### Sophomore Year

<table>
<thead>
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<th>Hrs</th>
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<tbody>
<tr>
<td>ACC 201</td>
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<td>ECON 202 (Tier 2)</td>
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<td>MKG 300</td>
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<tr>
<td>BL 260</td>
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<td>MKG 325</td>
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<tr>
<td><strong>MCOB 200</strong></td>
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<td>University Core Course</td>
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<td>BA 205</td>
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### Junior Year

<table>
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<th>1st semester</th>
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<tbody>
<tr>
<td>MGT 300</td>
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<td>MKG 350</td>
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<tr>
<td>Major Elective*</td>
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<td>MKG 429</td>
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<tr>
<td><strong>FIN 300</strong></td>
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<td>ISOM 351</td>
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<tr>
<td>University Core Courses</td>
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<td>General elective</td>
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<tr>
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<td>General elective</td>
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### Senior Year

<table>
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<th>Hrs</th>
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<th>Hrs</th>
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<tbody>
<tr>
<td>MKG 427</td>
<td>3</td>
<td>MGT 49 (Tier 3)</td>
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<tr>
<td>Major elective*</td>
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<td>MKG 425</td>
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<tr>
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<td>Major elective *</td>
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<td>General elective</td>
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<td>University Core Course</td>
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</table>

**Minimum 120 hours**

**BOLD** = required business courses  
* = Major electives

This document is a suggested guideline; it is the student’s responsibility to meet with their advisor regularly to verify all requirements are being met for graduation.