



Northwood University
Four Year BBA/MBA Program
MARKETING CURRICULUM (MI & FL)

FRESHMAN YEAR

MGT 2300 Principles of Management	3	ECN 2220 Principles of Macroeconomics	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
ECN 2210 Principles of Microeconomics	3	NSC 2100 Environmental Science	3
MIS 1050 Basic Computer Applications	3	SPC 2050 Speech	3
MKT 2080 Principles of Marketing	3	MTH 1150 College Algebra <i>OR</i>	
ADV 1100 Principles of Advertising	3	MTH 1100 Finite Math <i>OR</i>	
FDN 1100 First Year Seminar 1	1	MTH 3100 Calculus I	3
		MKT 2010 Principles of Selling	3
		FDN 1200 First Year Seminar II	1
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SOPHOMORE YEAR

ACC 2410 Fundamentals of Financial Acc.	3	ACC 2415 Fundamentals of Managerial Acc.	3
HIS 2100 Foundations of the Modern World I	3	HIS 2150 Foundations of the Modern World II	3
MTH 2310 Statistics I	3	MTH 3340 Statistics II	3
3000/4000 Psychology <i>OR</i>		PSC 2010 Introduction to American Government	3
Sociology Elective	3	3000/4000 Elective	3
LAW 3000 Business Law	3	MKT 2200 Sales Management	3
MKT 3050 Consumer Behavior	3	FDN 3100 Career Development	1
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SUMMER or COMPRESSED COURSES

3000/4000 Humanities Elective	3	PHL 3100 Ethics	3
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JUNIOR YEAR

FIN 3010 Financial Management	3	3000/4000 Business Elective	3
3000/4000 NSC <i>OR</i>		MGT 4800 Strategic Planning	3
MTH Elective	3	3000/4000 Global Understanding Elective	3
MKT 3000 E-Commerce	3	3000/4000 Elective	3
MKT 4230 Marketing Research	3	MKT 3100 International Marketing	3
PHL 4100 Philosophy of American Enterprise	3	MKT 4240 Marketing Management	3
MGT 4250 Organizational Behavior	3		
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SUMMER or COMPRESSED COURSES

ENG 4010 Communications & Interpersonal Relations <i>OR</i>		3000/4000 Civic Literacy Elective	3
Advanced Studies in English <i>OR</i>			
Second Year Language Elective	3		
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SEMESTER HOURS TO GRADUATE 123