

Reeves School of Business

Four Year Plan B.A. in Marketing with a concentration in Resort & Club Management

2012-2013

Please note that this is a **recommended** sequence.

Check the academic catalogue for prerequisites and course availability for each semester

Freshman Year

Fall Semester

FYS 110	3
ENG 101	3
Religion	3
RMT 101	3
LAN 101	4
Library Competency	
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Spring Semester

Fine Arts	3
ENG 102	3
Religion	3
MAT 105 or higher	3
LAN 102	4
RMT 145	1
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Sophomore Year

Fall Semester

ACC 251	3
ECO 261	3
BUS 225/CSC 100	3
HIS 104	3
LAN 201	3
Biological Science	3
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Spring Semester

ACC 253	3
ECO 262	3
ECO 216	3
History	3
LAN 202	3
RMT 170	0.5
IDS 210	1
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	16.5

Junior Year

Fall Semester

BUS 332	3
BUS 352	3
MKT 251	3
Physical Science	3
OCL 151	3
LSS 300 or BUS 301	3
Social Science	3
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Spring Semester

BUS 343	3
BUS 315	3
MKT 400	3
MKT Elective	3
PGM 430	3
RMT 320 or 340	3
RMT 270	0.5
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	18.5

Senior Year

Fall Semester

MKT 390	3
MKT Elective	3
WEL 218	3
ENG LIT	3
RMT 340 or 360	3
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Spring Semester

BUS 470	3
MKT 470	3
MKT Elective	3
PHI 211,212,or 220	3
BUS 360	3
RMT 350	3
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