

Semester One: Total Credit Hours: 15

Class Title	Hours
PTH100P Philosophy/Theology Pathway Seminar (first 7 weeks)	1
PTH100L Literature Pathway Seminar (second 7 weeks)	1
PTH101 Community and Well-Being	1
ENG121 Composition I*	3
Mathematics course* MTH111 Precalculus or MTH121 Calculus I	3
Foreign Language I*	3
PHL101 Introduction to Logic OR PHL190 Honors Logic	3

First-year PTH courses will be assigned by the Office of Academic Advising. The actual sequence of seminar topics may vary from what is shown, but all students will complete PTH100L, PTH100P, PTH100H and PTH100I.

Courses noted with an * are pending advising review for placement

Semester Two: Total Credit Hours: 15

Class Title	Hours
PTH100H History/Social Sciences Pathway Seminar (first 7 weeks)	1
PTH100I Interdisciplinary/Humanities Pathway Seminar (second 7 weeks)	1
PTH102 Engagement and Outreach	1
ENG123 Composition II	3
Foreign Language 2	3
Natural Science (BIO, CHM, PHY prefix)-choose one	3
Social Science (ECO, POL, SOC, PSY prefix) ECO101 Principles of Macroeconomics	3

Semester Three: Total Credit Hours: 15

Class Title	Hours
ENG prefix (200 level course) OR WRI276 Intro to Creative Writing	3
CIS115 Applications in Computer Information Systems	3
ACC201 Principles of Accounting I	3
ECO102 Principles of Microeconomics	3
TENTATIVE MKT220 Integrated Marketing Communications	3

Semester Four: Total Credit Hours: 18

Class Title	Hours
Visual/Performing Arts: ART, ARH, MUS, ART prefix (choose one)	3
HIS110 The Global Community/His290 OR HIS211 Western Civilization to 1648 OR HIS212 Western Civilization since 1648 OR POL151 Intro to Comparative Politics OR POL161 Intro to International Business	3
BUS210 Business Communication (prerequisites ENG123 and one 200-level ENG course)	3
ACC202 Principles of Accounting II	3
BUS263 Business Statistics I (prerequisites MTH111, CIS115)	3
MKT311 Marketing Principles (prerequisites ECO101, ECO102, ACC201 or permission from instructor)	3

The Degree Audit in BadgerWeb is your official degree plan listing classes needed to meet graduation requirements. This is a SAMPLE 4-year degree plan listing fall and spring course recommendations

Semester Five: Total Credit Hours: 15

Class Title	Hours
HIS120 The American National Community <u>OR</u> HIS213 US to 1876 <u>OR</u> HIS214 US since 1876 <u>OR</u> POL112 Introduction to American Politics	3
THL101 Introduction to Christian Theology <u>OR</u> THL190 Honors Theology I	3
MGT301 Management Principles (prerequisites ECO101, ECO102, ACC201 or permission from instructor)	3
BUS264 Business Statistics II (prerequisite BUS263)	3
Choose one: MKT364 Media Planning and Measurement <u>OR</u> MKT443 Promotional Strategy <u>OR</u> MKT495 Special Topics-International Marketing <u>OR</u> MKT495 Special Topics-Business to Business Marketing Strategies <u>OR</u> MGT351 Entrepreneurship and Small Business Management <u>OR</u> CIS371 Web Development <u>OR</u> MKT/MGT/CMM prefix (300 to 400 level course)-approved by chair	

Semester Six: Total Credit Hours: 18

Class Title	Hours
PHL prefix (200 or 300 level course) PHL313 Business Ethics (prerequisite PHL101 or PHL190)	3
CIS381 Information Systems (prerequisite CIS115)	3
TENTATIVE MKT365 Strategic Writing	3
TENTATIVE MKT370 Brand and Digital Experience Management	3
TENTATIVE MKT375 Marketing Analytics	3
MKT450 Marketing Management	3

Semester Seven: Total Credit Hours: 15

Class Title	Hours
BUS220 Business, Society and Sustainability	3
BUS301 Business Law I	3
FIN301 Financial Management (prerequisites ACC202, BUS263, ECO101, ECO102)	3
MKT422 Marketing Research (prerequisites MKT311 and BUS263)	3
CMM472/MKT472 Student Agency (prerequisite CMM366 or permission from instructor)	3

Semester Eight: Total Credit Hours: 15

Class Title	Hours
THL prefix (200 or 300 level course)	3
BUS499 Business Strategy and Policy (take during senior year)	3
BUS320 International Business	3
TENTATIVE MKT475 Digital Marketing Certifications	3
Choose one not taken previously: MKT364 Media Planning and Measurement <u>OR</u> MKT443 Promotional Strategy <u>OR</u> MKT495 Special Topics-International Marketing <u>OR</u> MKT495 Special Topics-Business to Business Marketing Strategies <u>OR</u> MGT351 Entrepreneurship and Small Business Management <u>OR</u> CIS371 Web Development <u>OR</u> MKT/MGT/CMM prefix (300 to 400 level course)-approved by chair	3

Total Credit Hours: 126

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