

## 7.4 Sample Plan of Study for Diploma in MKT

<b>Sample Plan of Study</b>							
<b>Marketing (MKT)</b>							
<b>Freshman Year</b>							
<b>Semester 1</b>				<b>Semester 2</b>			
<b>Course</b>	<b>Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>	<b>Course</b>	<b>Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>
MAT 100	Introduction to Mathematics	3	-	ENGL 106	English Composition	3	ENGL 100
ENGL 100	English for Academic Studies	3	-	ACT 200	Financial Accounting	3	MAT 100
ICT 100	Introduction to IT and Computing Essentials	3	-	MKT 210	Principles of Marketing Management	3	ENGL 100
GEE		3	-	ECO 200	Economics for Managers	3	MAT 100
GEE		3	-	MAT 150	Mathematics for Business	3	MAT 100
<b>Semester Credits = 15</b>				<b>Semester Credits = 15</b>			
<b>Sophomore Year</b>							
<b>Semester 3</b>				<b>Semester 4</b>			
<b>Course</b>	<b>Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>	<b>Course</b>	<b>Title</b>	<b>Cr.</b>	<b>Pre/ConP</b>
COM 114	Speech Communication	3	ENGL 100	BUS 201	Career Planning	3	Sophomore
BUS 250	Business Organization & Management	3	ENGL 100	MKT 240	Practical Marketing Skills and Tools	3	MKT 230
FIN 200	Managerial Finance	3	ACT 200	MKT 280	Retailing and Merchandising	3	MKT 230
MKT 230	Advertising and Promotion	3	MKT 210, ENGL 106	MKT 290	Project Course in Marketing	3	MKT 230; Sophomore
MKT 260	Professional Selling	3	MKT 210, ENGL 106	MKT 295	Internship in Marketing	3	Sophomore
<b>Semester Credits = 15</b>				<b>Semester Credits = 15</b>			
<b>Total Credits = 60</b>							