

East Central University

Stonecipher School of Business

2025-2026 Marketing Degree Plan

FIRST YEAR

Fall Semester

BUS 1113 Foundations of Business (C)
 ENG 1113 Freshman Composition I (C)
 MATH 1613 Functions and Modeling (CT)
 MIS 1903 Computer Business Applications (C)
 UNIV 1001 Tiger Connect (IL)
13 TOTAL HOURS

Spring Semester

---4 Nature and Science*
 COMM 1113 Fundamentals of Human Communication (C)
 ENG 1213 Freshman Composition II (IL)
 ---3 Civic Consciousness
 ---3 Cultural and Aesthetic Awareness
16 TOTAL HOURS

SECOND YEAR

Fall Semester

ACCT 2103 Financial Accounting
 BSEC 2603 Business and Economic Statistics
 ECON 2003 Principles of Macroeconomics
 ---3 Civic Consciousness
 ---4 Nature and Science*
16 TOTAL HOURS

Spring Semester

ACCT 2203 Managerial Accounting
 ECON 2013 Principles of Microeconomics
 ---3 Cultural & Aesthetic Awareness
 ---1 General Education Electives*
 ---5 Elective Hours
15 TOTAL HOURS

THIRD YEAR

Fall Semester

BUSLW 3213 The Legal Environment of Business
 FIN 3113 Financial Management
 MGMT 3013 Principles of Management
 MKTG 3313 Principles of Marketing
 BUCOM 3133 Bus. Communication & Report Writing
15 TOTAL HOURS

Spring Semester

MGMT 3063 Production/Operations Management
 MIS 3433 Management Information Systems
 ENTR 3103 Introduction to Entrepreneurship
 ---3 Upper Level Finance (3 Hours)
 ---3 Upper Level Management (3 hours)
15 TOTAL HOURS

FOURTH YEAR

Fall Semester

BUS 4103 Global Business
 BUS 4213 Business Ethics
 ---3 Upper Level Marketing
 ---3 Upper Level MIS or ITM
 ---3 Choose any 3 hour UL Business, ITM, or Acct course
15 TOTAL HOURS

Spring Semester

BUS 4303 Business Strategy & Policy
 ---6 Choose any UL Business, ITM, or Acct courses
 ---6 Elective Hours
15 TOTAL HOURS

Total Hours 120

* The elective hour requirement here is based upon the assumption that both science courses are 4 hour courses. If one taken is a 3 credit hour course, you will need an extra general education elective course to fulfill the requirement.

Per graduation requirements, you must have at least one course from each of the Student Learning Outcomes - Communication (C), Critical Thinking (CT), Information Literacy (IL), Intercultural Knowledge and Competence (IKC), Global Citizenship (GC)

All ECU students are required to meet the Board of Regents' Computer Proficiency Requirement.