

MILLIKIN UNIVERSITY
Marketing Major - 8-Semester Plan

Semester #1	Term: _____	Hours	Spg/Fall/Every	Semester #2	Term: _____	Hours	Spg/Fall/Every
IN 140: Millikin Foundations		3	Every	IS 120: Introduction to Business Analytics (pre-requisite: MA098)		3	Every
EN 181: University Writing ³		3	Every	AC 230: Introduction to Financial Statements		3	Every
ET 100: Business Creation ¹		3	Every	EC 100 or EC 110: Principles of Macro/Microeconomics (pre-req: QR course)		3	Every
CO 230: Public & Professional Speaking		3	Every	MA 130 or ICS #1		3	Every
MA 130: Elem. Prob. & Stats, pre-req (MA098 or MA110), or elective		3	Every	Natural Science with Lab		4	Every
Semester Total		15		Semester Total		16	
Cumulative Total		15		Cumulative Total		31	
Semester #3	Term: _____	Hours	Spg/Fall/Every	Semester #4	Term: _____	Hours	Spg/Fall/Every
EC 100 or EC 110: Principles of Macro/Microeconomics (pre-req: QR course)		3	Every	MK 200: Principles of Marketing ³		3	Every
AC 240: Principles of Managerial Accounting (pre-requisite: AC230)		3	Every	CO 250: Written Business Communication (pre-requisite: EN281)		3	Every
IS 240: Foundations of Information Systems		3	Every	Humanities in the US		3	Every
EN 281: Writing in the Disciplines ³ (pre-requisite: EN181)		3	Every	Elective		3	Every
Creative Arts		3	Every	Elective		3	Every
Semester Total		15		Semester Total		15	
Cumulative Total		46		Cumulative Total		61	
Semester #5	Term: _____	Hours	Spg/Fall/Every	Semester #6	Term: _____	Hours	Spg/Fall/Every
MG 300: Organizational Behavior & Change (pre-req: EN181, JR standing)		3	Every	Social Sciences in the US		3	Every
FI 340: Financial Management (pre-requisite: EC100 or EC110, AC240)		3	Every	MK 308: Consumer Behavior & Analytics ³ (pre-requisite: MK200)		3	Spring
MK 363: Digital Marketing ³ (pre-requisite: MK200)		3	Fall	CO 204: Communication Research Methods		3	Every
Global Studies		3	Every	Elective		3	Every
ICS #2		3	Every	Elective		3	Every
Semester Total		15		Semester Total		15	
Cumulative Total		76		Cumulative Total		91	
Semester #7	Term: _____	Hours	Spg/Fall/Every	Semester #8	Term: _____	Hours	Spg/Fall/Every
Student-run Venture		3	Every	BU 450: Global Business Strategy ¹ (pre-req: FI340, MG300, MK200)		3	Every
MK 471: Marketing Internship ² (pre-requisite: MK200)		3	Every	MK 442: Marketing Strat/Analysis ³ (pre-req: CO204, MK363, MK308, MA130, IS120)		3	Spring
300/400 Elective		3	Every	Marketing or Interdisciplinary Elective		3	Every
300/400 Elective		3	Every	300/400 Level Elective		3	Every
Elective		3	Every	300/400 Elective		3	Every
Semester Total		15		Semester Total		15	
Cumulative Total		106		Cumulative Total		121	

¹ A grade of C- or better is required for this course.

² A grade of C+ or better is required for this course.

³ A grade of C or better is required for this course.

NOTES:

- The schedule above provides a template. Schedules will vary by student. Summer courses may be taken at Millikin or another institution (course approved through Registrar)
- Undergraduate graduation hour requirements: 120 credits
- To qualify for undergraduate financial aid, students usually must take 12 – 15 hours in undergraduate credit
- If taking Advanced Placement courses in high school or considering dual enrollment in high school/community college courses, please make sure you speak with a faculty advisor or Registrar's Office at Millikin prior to your selection/enrollment.

Student: _____

Advisor _____

Effective Fall 2026

5/19/2026

University Studies, Distribution & Electives				Business Courses					
Sequential Requirements (18)				Tabor Core (42)					
		CR	SEM	GR		CR	SEM	GR	
IN 140	Millikin Foundations	3	_____	___	ET 100	Business Creation ¹	3	_____	___
EN 181	University Writing ³	3	_____	___	IS 120	Intro to Business Analytics (pre-requisite: MA098)	3	_____	___
EN 281	Writing in the Disciplines ³ (pre-requisite: EN181)	3	_____	___	MA 130	Elem. Prob. & Stats w/Spreadsheets (pre-requisite: MA110)	3	_____	___
_____	Humanities in the US	3	_____	___	IS 240	Foundations of Information Systems	3	_____	___
_____	Social Sciences in the US	3	_____	___	AC 230	Introduction to Financial Statements	3	_____	___
_____	Global Studies	3	_____	___	EC 100	Principles of Macroeconomics (pre-requisite: QR course)	3	_____	___
Non-Sequential Requirements (13-15)									
		CR	SEM	GR	EC 110	Principles of Microeconomics (pre-requisite: QR course)	3	_____	___
International Cultures & Structures (ICS) 6-8 credits:									
_____	ICS: _____	3/4	_____	___	AC 240	Principles of Managerial Accounting (pre-requisite: AC230)	3	_____	___
_____	ICS: _____	3/4	_____	___	CO 230	Public & Professional Speaking	3	_____	___
_____	Natural Science w/Lab	4	_____	___	CO 250	Written Business Communication (pre-requisite: EN281)	3	_____	___
_____	Creative Arts	3	_____	___	MK 200	Principles of Marketing	3	_____	___
QR	MA 130 Elementary Probability & Statistics* satisfies QR requirement				MG 300	Organizational Behavior and Change (pre-requisite: EN181, JR standing)	3	_____	___
Oral Comm	BU230 Public & Professional Speaking satisfies Oral Communication requirement				FI 340	Financial Management (pre-requisite: EC100 or EC110, AC240)	3	_____	___
Electives (11)									
		CR	SEM	GR	Marketing Major (24)				
_____	_____	3	_____	___			CR	SEM	GR
_____	_____	3	_____	___	CO 204	Communication Research Methods	3	_____	___
_____	_____	3	_____	___	MK 308	Consumer Behavior ³ (pre-requisite: MK200)	3	SP__	___
_____	_____	3	_____	___	MK 363	Digital Marketing (pre-requisite: MK200)	3	FA__	___
_____	_____	3	_____	___	MK 442	Marketing Strategy & Analysis ³ (pre-requisite: CO204, MK363, MK308, MA130, IS120)	3	SP__	___
300/400 Electives (12)									
		CR	SEM	GR	MK 471	Marketing Internship ² (pre-requisite: MK200)	3	_____	___
_____	_____	3	_____	___	_____	Student-run Venture experience	3	_____	___
_____	_____	3	_____	___	See Bulletin for list of approved Student-run Ventures.				
_____	_____	3	_____	___	Choose 3-6 credits of Marketing Electives.				
_____	_____	3	_____	___	MK 307	IMC Campaigns	3	FA__	___
_____	_____	3	_____	___	MK 310	Personal Selling and Sales Mgt.	3	SP__	___
_____	_____	3	_____	___	MK 330	Event Planning	3	FA__	___
_____	_____	3	_____	___	MK 360	Special Topics	3	_____	___
				Choose 0-3 credits of Interdisciplinary Electives.					
				See Bulletin for list of approved interdisciplinary electives.					
				_____ 3 _____					

¹ A grade of C- or better is required in this course.

² A grade of C+ or better is required in this course.

³ A grade of C or better is required in this course.

* Course is part of Tabor Core.