

**BUSINESS - MARKETING (BMT)  
2-YEAR DIPLOMA PROGRAM  
EFFECTIVE JANUARY 2015**

January, May, September <b>Semester 1</b> 6 Subjects	January, May, September <b>Semester 2</b> 6 Subjects	January, September <b>Semester 3</b> 6 Subjects	January, May <b>Semester 4</b> 5 Subjects
<p><b>QNM 106</b> - 4 hrs Mathematics of Finance</p>	<p><b>ACC 106</b> - 3 hrs Accounting I</p>	<p><b>QNM 225</b> - 3 hrs Business Statistics <i>Pre-req. QNM 106</i></p>	<p><b>MRK 428</b> - 4 hrs Marketing Strategy &amp; Analysis <i>Pre-req. MRK 200</i></p>
<p><b>MRK 106</b> - 4 hrs Marketing I</p>	<p><b>MRK 200</b> - 4 hrs Marketing II <i>Pre-req. MRK106 (grade of "C" or better)</i></p>	<p><b>MRK 317</b> - 4 hrs Integr. Marketing Communications <i>Pre-req. MRK200</i></p>	<p><b>MRK 455</b> - 3 hrs Applied Marketing Research <i>Pre-req. MRK 200</i></p>
<p><b>BAM 101</b> - 3 hrs Introduction to Business Administration</p>	<p><b>MRK 264</b> - 2 hrs Advanced Computer Applications</p>	<p><b>MRK 430</b> - 3 hrs Professional Selling <i>Pre-req. MRK200</i></p>	<p><b>MRK 260</b> - 3 hrs Graphic and Web Design <i>Pre-req. MRK 317</i></p>
<p><b>MRK177</b> - 2 hrs Marketing Skills and Insights</p>	<p><b>MRK 360</b> - 3 hrs Applied Business Management <i>Pre-req. MRK106</i></p>	<p><b>CAP 506</b> - 2 hrs Career Launching and Portfolio Planning</p>	<p><b>MRK 460</b> - 3 hrs Global Marketing <i>Pre-req. MRK 200</i></p>
<p><b>EAC150</b> - 3 hrs College English</p>	<p><b>ECN550</b> - 3 hrs Economics An Overview</p>	<p><b>EAC394</b> - 3 hrs Effective Business Writing <i>Pre-req. EAC150</i></p>	<p><b>XXX XXX</b> - 3 hrs General Education Option (Literature - EACXXX or SESXXX) <i>Pre-req. EAC150</i></p>
	<p><b>XXX XXXX</b> - 3 hrs General Education Option</p>	<p><b>XXX XXX</b> - 3 hrs General Education Option</p>	

Revised: December 2014

Student must maintain a GPA of at least 2.0 to remain in the program.

**MRK108 is not considered an equivalent to MRK106.**