



MARKETING



You want to learn, grow, connect to new people and experiences, and be ready to get a good job and have a great career. That's why you need a school that is flexible, accessible, and focused on YOU.

Being part of the Raven Nation means you're surrounded by a community of support, inside and outside the classroom. We are here for you from day one. We will accept, support, and mentor you along your journey, and we will never stop helping you discover new pathways and opportunities. As you set your goals, we'll work with you to harness and unleash your unique potential in the world.

With **PATHS@PIERCE**, we work with you to make sure the Three P's are personalized to you!

PROGRAMS: Any undergraduate major you choose will offer a pathway to a graduate program or defined career path

PLATFORMS: Combine in-person and online learning to create a flexible schedule that works for you!

PACE: Want to graduate and enter the workforce sooner? We have accelerated options. Need to slow down this semester due to sports or other commitments? We will make it work!

At FPU, the sky's the limit. Even better, it's very much within reach.



Applying is fast and easy! Learn more about applying.



100% of accepted students receive financial aid and personalized financial planning! Learn more about tuition and financial aid.



Picture Yourself Here! Learn more about life in Raven Nation.



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Recommended Curriculum Guide – Marketing

First Year					
Fall Semester		Credits	Spring Semester		Credits
AC101	Principles of Accounting I	3	AC102	Principles of Accounting II	3
CIT140	Electronic Spreadsheets	3	ET102	Principles of Microeconomics	3
ET101	Principles of Macroeconomics	3	-----	GLE Elective	3
GLE101	First-Year Inquiry Seminar	3	-----	GLE Elective	3
GLE110	First-Year Composition	3	-----	GLE Elective	3
Total		15	Total		15
Second Year					
Fall Semester		Credits	Spring Semester		Credits
BA213	Business Law	3	MN201	Principles of Management	3
FM224	Principles of Financial Management	3	MT260	Statistics	3
MK201	Principles of Marketing	3	MK214	Consumer Behavior	3
-----	GLE Lab Science I	4	-----	GLE Lab Science II	4
-----	GLE Elective	3	GLE230	Second-Year Composition	3
Total		16	Total		16
Third Year					
Fall Semester		Credits	Spring Semester		Credits
IB364	International Business	3	MK350	E-commerce	3
MK333	Marketing Research	3	-----	Marketing Elective	3
MN321	Organizational Behavior	3	-----	Marketing Elective	3
-----	GLE Elective	3	-----	Marketing Elective	3
-----	GLE Elective	3	-----	Elective	3
Total		15	Total		15
Fourth Year					
Fall Semester		Credits	Spring Semester		Credits
MK390	Internship in Marketing or	3	BA471	Business Strategy and Ethics	3
MK395	Advanced Internship in Marketing or	0	MK474	Marketing Management for a Green Economy	3
MK495	Senior Independent Research Project	0	-----	Elective	3
-----	Marketing Elective	3	-----	Elective	3
-----	Elective	3	-----	Elective	1
-----	Elective	3			
-----	Elective	3			
Total		15	Total		13
Total Credits					

*Please refer to the Academic Catalog for full listing of elective options