

General Marketing major and Italian Studies minor – Sample Plan of Study

Min. of 120 total credit hours required, including 42 senior level hours (200-300 level)

This plan is for students who have already taken 1-2 years of Italian in high school.

First Year - Fall Semester (17 credit hours)

[ENG 101](#) or [COM 110](#) (General Education) (3)

[BUS 100](#) (3)

General Education course (3)

[ITA 111](#) (4)

[MAT 120](#) (General Education) (4)

First Year - Spring Semester (15-16 credit hours)

[ENG 101](#) or [COM 110](#) (General Education) (3)

[ECO 101](#) (3)

[MAT 121](#) (B.S.-SMT) (4)

[ITA 112](#) (4)

Microsoft competency requirement (2-3)

Second Year - Fall Semester (15 credit hours)

[ACC 131](#) (3)

[MQM 100](#) (General Education) (3)

[ECO 102](#) (3)

[ITA 115](#) (4)

General Education course (3)

Second Year - Spring Semester (15 credit hours)

[ACC 132](#) (3)

[ENG 145A13](#) (3)

[MKT 190](#) or [MKT 230](#) (3)

[ITA 116](#) General Education: LH (4)

General Education course (3)

Summer: Study Abroad (1 month) in [Orvieto, Italy](#) or [Bologna, Italy](#) for 6 credits of ITA to complete ITA minor. (GE:H avail. in Bologna)

Third Year - Fall Semester (15 credit hours)

[FIL 185](#) (3)

[MKT 231](#) (3)

[MQM 220](#) (3)

General Education course (3)

General Education/AMALI course (3)

Third Year - Spring Semester (15 credit hours)

[MQM 227](#) (3)

[FIL 240](#) (3)

[MKT 232](#) (3)

Marketing major elective (3)

General education course (3)

GE: FA course should be ART 156 which counts toward ITA studies minor

Fourth Year - Fall Semester (15 credit hours)

[ACC 270](#) (3)

[MKT 338](#) (3)

Marketing major elective (3)

Marketing major elective (3)

University-wide elective (3)

hours)

[BUS 285](#) (0)

[MQM 385](#) (3)

Marketing major elective (3)

Marketing major elective (3)

University-wide elective (3)

University-wide elective (1-2)

Gen Ed courses that count toward the ITA Studies minor: GE: H HIS 107, IDS 133 (Bologna); GE: FA ART 156
Courses from other departments that count toward the ITA minor: HIS 221, 222, 223, 224; ART 241, 244
If you do not want to study abroad, you can finish the minor on campus.

This is a hypothetical plan. Please consult with your Academic Advisor about adding an Italian Studies minor.

General Marketing major and Italian Studies minor – Sample Plan of Study
 Min. of 120 total credit hours required, including 42 senior level hours (200-300 level)
 This plan is for students who have already taken 3-4 years of Italian in high school.

First Year - Fall Semester (17 credit hours)
ENG 101 or COM 110 (General Education) (3)
BUS 100 (3)
 General Education course (3)
ITA 115 (4) (must apply for CAP credit for 111/112 after C or better)
MAT 120 (General Education) (4)

First Year - Spring Semester (15-16 credit hours)
ENG 101 or COM 110 (General Education) (3)
ECO 101 (3)
MAT 121 (B.S.-SMT) (4)
ITA 116 (4)
 Microsoft competency requirement (2-3)

Second Year - Fall Semester (15 credit hours)
ACC 131 (3)
MQM 100 (General Education) (3)
ECO 102 (3)
 General Education course (3)
 General Education course (3)

Second Year - Spring Semester (15 credit hours)
ACC 132 (3)
ENG 145A13 (3)
MKT 190 or MKT 230 (3)
 General Education course (3)
 General Education course (3)

Summer: Study Abroad (1 month) in [Orvieto, Italy](#) or [Bologna, Italy](#) for 6 credits of ITA to complete ITA minor. (GE:H avail. in Bologna)

GE: FA course should be ART 156 which counts toward ITA studies minor

Third Year - Fall Semester (15 credit hours)
FIL 185 (3)
MKT 231 (3)
MQM 220 (3)
 General Education course (3)
 General Education/AMALI course (3)

Third Year - Spring Semester (15 credit hours)
MQM 227 (3)
FIL 240 (3)
MKT 232 (3)
 Marketing major elective (3)
 General education course (3)

Fourth Year - Fall Semester (15 credit hours)
ACC 270 (3)
MKT 338 (3)
 Marketing major elective (3)
 Marketing major elective (3)
 University-wide elective (3)

Fourth Year - Spring Semester (14-15 credit hours)
BUS 285 (0)
MQM 385 (3)
 Marketing major elective (3)
 Marketing major elective (3)
 University-wide elective (3)
 University-wide elective (1-2)

Gen Ed courses that count toward the ITA Studies minor: GE: H HIS 107, IDS 133 (Bologna); GE: FA ART 156
 Courses from other departments that count toward the ITA minor: HIS 221, 222, 223, 224; ART 241, 244
 If you do not want to study abroad, you can finish the minor on campus.

This is a hypothetical plan. Please consult with your Academic Advisor about adding an Italian Studies minor.