

Major/Program	Marketing
College	College of Business and Technology
Contact	Dr. Lloyd E. Willis, Interim Dean

2025-2026

Lander University 4-Year Major Guide

	First Semester			Second Semester			TOTALS
	Course	Notes	Hours	Course	Notes	Hours	
First Year	BA 101	See chart below	3	ENGL 102	Core Academic Skill (General Education)	3	
		Behavioral & Social Perspectives (General Education) see chart below		HIST 111R, HIST 112R, or			
	ECON 101	Core Academic Skill (General Education)	3	POLS 101R	Founding Documents (General Education)	3	
	ENGL 101		3	BA 250		3	
	MATH 121 preferred (or MATH 123 or MATH 141)	Core Academic Skills (General Education) see chart below	3	COM 101	Humanities and Fine Arts	3	
	LINK 101	Core Academic Skills (General Education)	1	General Education	Behavioral & Social Perspectives	3	
	Subtotal		13	Subtotal		15	Yearly Totals* 28
Second Year	First Semester			Second Semester			
	Course	Notes	Hours	Course	Notes	Hours	
	ACCT 201	see chart below	3	ACCT 202	see chart below	3	
	MKT 201		3	BA 226	see chart below	3	
	BA 299	see chart below	1	General Elective		3	
	MATH 211	Scientific & Math Reasoning (General Education) see chart below	3	MGMT 201		3	
	BA 251	see chart below	3	Laboratory Science	Scientific & Mathematical Reasoning (General Education)	4	
	General Education	Humanities & Fine Arts	3	Subtotal		16	Yearly Totals 32
Third Year	First Semester			Second Semester			
	BA 399		1	FINA 301		3	
	Marketing Elective	see list below	3	General Elective		3	
	General Education	World Cultures	3	General Elective		3	
	MKT 305		3	MKT 340		3	
	Marketing Elective	see list below	3	Marketing Elective	see list below	3	
	Subtotal		13	Subtotal		15	Yearly Totals* 28
Fourth Year	First Semester			Second Semester			
	Course	Notes	Hours	Course	Notes	Hours	
	Marketing Elective	see list below	3	MKT 420		3	
	General Elective		1	BA 499		1	
	MKT 415		3	General Elective		3	
	General Elective		3	Marketing Elective	see list below	3	
	General Elective		3	MKT 425		3	
	General Elective		3	General Elective		3	
	Subtotal		16	Subtotal		16	Yearly Totals 32

Total Hours Required: 120

*NOTE: Some Financial Aid/Scholarships require 30 credit hours per year

ACCT 201	Fresh or Soph Year	Prereq	Math 121
ACCT 202	Soph Year	Prereqs	ACCT 201
BA 101	Fresh Year		
BA 226	Soph Year	Prereq	MATH 211
BA 250	Fresh or Soph Year		
BA 251	Fresh or Soph Year		
BA 299	Soph 1 st or 2 nd Sem (or 1 st Sem Jr.)	Prereqs	BA 101 & ENGL 102
ECON 101	Fresh or Soph Year		
MEDA 101	Fresh Year		
MATH 121	Fresh Year		
MATH 211	Fresh Sem 2 or Soph Sem 1		

Marketing Electives (choose five from the following): BA 369, COM 421, DES 203, DES 223, DES 304, DES 305, DES 310, DES 311, DES 330, DES 404, DES 405, JOUR 203, JOUR 360, MKT 310, MKT 315, MKT 369, MKT 490, MKT 491, MEDA 204, MEDA 311, MEDA 341, MEDA 342, MEDA 343, MEDA 345, MEDA 351, MEDA 421, MEDA 460, SPTM 302, any 300-level or above Management course.