

Major/Program	Marketing
College	College of Business & Technology
Contact	Dr. Lloyd E. Willis, Interim Dean
2026-2027	

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	
	ECON 101	Behavioral & Social Perspectives (General Education) see chart below	3	HIST 111R, HIST 112R, or POLS 101R	Founding Documents (General Education)	3	
	ENGL 101	Core Academic Skill (General Education)	3	BA 250		3	
	MATH 121 (or MATH 123 or MATH 141)	Core Academic Skills (General Education) see chart below	3	MEDA 101	Humanities and Fine Arts elective	3	
	LINK 101	Core Academic Skills (General Education)	1	General Education	Behavioral & Social Perspectives	3	
	Subtotal		13	Subtotal		15	
Second Year	First Semester			Second Semester			
	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	
Subtotal		16	Subtotal		16	Yearly Totals 32	
Third Year	First Semester			Second Semester			
	BA 399		1	FINA 301		3	
	General Elective		3	Marketing Electives		6	
	General Education	World Cultures	3	General Elective		3	
	MKT 305		3	MKT 340		3	
	Marketing Elective		3				
Subtotal		13	Subtotal		15	Yearly Totals* 28	
Fourth Year	First Semester			Second Semester			
	Marketing Electives		3	MKT 420		3	
	General Electives		10	BA 499		1	
	MKT 415		3	General Electives		6	
				Marketing Electives		3	
				MKT 425		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		