

| First Year - Freshman   |                                                |                                |     |                 |                                |                               |     |
|-------------------------|------------------------------------------------|--------------------------------|-----|-----------------|--------------------------------|-------------------------------|-----|
| Fall Semester           |                                                |                                |     | Spring Semester |                                |                               |     |
| LIT                     | Lamar                                          | Course Name                    | Hrs | LIT             | Lamar                          | Course Name                   | Hrs |
| BCIS 1305               | MISY 1373                                      | Business Computer Applications | 3   | BUSI 1301       | BULW 1370                      | Business Principles           | 3   |
| ENGL 1301               |                                                | English Composition I          | 3   | L & PS Core     |                                | Life & Physical Science Core  | 3   |
| HIST 1301               |                                                | US History I                   | 3   | 090 Core        |                                | Component Area Option Core    | 3   |
| MATH 1314^              |                                                | College Algebra^               | 3   | HIST 1302       |                                | US History II                 | 3   |
| SPCH 1315               | COMM 1315                                      | Public Speaking                | 3   | 090 Core*       |                                | Component Area Option Core*   | 3   |
| Total                   |                                                |                                | 15  | Total           |                                |                               | 15  |
| Summer Semester         |                                                |                                |     |                 |                                |                               |     |
| LIT                     | Lamar                                          | Course Name                    | Hrs | LIT             | Lamar                          | Course Name                   | Hrs |
|                         |                                                |                                |     |                 |                                |                               |     |
| Total                   |                                                |                                | 0   | Total           |                                |                               | 0   |
| Second Year - Sophomore |                                                |                                |     |                 |                                |                               |     |
| Fall Semester           |                                                |                                |     | Spring Semester |                                |                               |     |
| LIT                     | Lamar                                          | Course Name                    | Hrs | LIT             | Lamar                          | Course Name                   | Hrs |
| ACCT 2301               |                                                | Principles of Acct I           | 3   | ACCT 2302       |                                | Principles of Acct II         | 3   |
| ECON 2301               |                                                | Macroeconomics                 | 3   | ECON 2302       |                                | Microeconomics                | 3   |
| L & PS Core             |                                                | Life & Physical Science Core   | 3   | CA Core         |                                | Creative Arts Core            | 3   |
| GOVT 2305               | POLS 2302                                      | Federal Govt                   | 3   | LPC Core        |                                | Language, Philosophy, Culture | 3   |
| MATH 1342               |                                                | Elementary Statistical Methods | 3   | GOVT 2306       | POLS 2301                      | Texas Govt                    | 3   |
| Total                   |                                                |                                | 15  | Total           |                                |                               | 15  |
| Summer Semester         |                                                |                                |     |                 |                                |                               |     |
| LIT                     | Lamar                                          | Course Name                    | Hrs | LIT             | Lamar                          | Course Name                   | Hrs |
|                         |                                                |                                |     |                 |                                |                               |     |
| Total                   |                                                |                                | 0   | Total           |                                |                               | 0   |
| Third Year - Junior     |                                                |                                |     |                 |                                |                               |     |
| Fall Semester           |                                                |                                |     | Spring Semester |                                |                               |     |
| Lamar                   | Course Name                                    | Hrs                            |     | Lamar           | Course Name                    | Hrs                           |     |
| BULW 3310               | Business Law                                   | 3                              |     | Elective        | Free Elective                  | 3                             |     |
| FINC 3310               | Principles of Finance                          | 3                              |     | MISY 3310       | Principles of MIS              | 3                             |     |
| MGMT 3300               | Intro to Critical Thinking & Business Decision | 3                              |     | MGMT 3310       | Principles of OB & Mgmt        | 3                             |     |
| MKTG 3310               | Principles of Marketing                        | 3                              |     | MKTG 3350       | E-Marketing                    | 3                             |     |
| MGMT 3320               | Production Management                          | 3                              |     | MKTG 3360       | Consumer Behavior              | 3                             |     |
| Total                   |                                                | 15                             |     | Total           |                                | 15                            |     |
| Summer Semester         |                                                |                                |     |                 |                                |                               |     |
| Lamar                   | Course Name                                    | Hrs                            |     | Lamar           | Course Name                    | Hrs                           |     |
|                         |                                                |                                |     |                 |                                |                               |     |
| Total                   |                                                | 0                              |     | Total           |                                | 0                             |     |
| Fourth Year - Senior    |                                                |                                |     |                 |                                |                               |     |
| Fall Semester           |                                                |                                |     | Spring Semester |                                |                               |     |
| Lamar                   | Course Name                                    | Hrs                            |     | Lamar           | Course Name                    | Hrs                           |     |
| MKTG 4310               | Marketing Management                           | 3                              |     | COB Elect       | CoB Elective (3000-4000 Level) | 3                             |     |
| MKTG 4330               | International Marketing                        | 3                              |     | MGMT 4370       | Strategic Analysis             | 3                             |     |
| MKTG 4340               | Marketing Promotion                            | 3                              |     | MKTG 4370       | Advanced Marketing Problems    | 3                             |     |
| MKTG 4360               | Marketing Research                             | 3                              |     | Elective        | Free Elective                  | 3                             |     |
| Elective                | Free Elective                                  | 3                              |     | Elective        | Free Elective                  | 3                             |     |
| Total                   |                                                | 15                             |     | Total           |                                | 15                            |     |

Notes:

^LU will accept MATH 1314 or MATH 1324.

\*LU prefers students take ENGL 1302 Composition II or ENGL 2311 Technical and Business Writing to satisfy 090 Component Area Option Core.