

**BACHELOR OF BUSINESS ADMINISTRATION
CONCENTRATION IN MARKETING**

Following is one suggested four-year degree plan. Students are encouraged to see their advisor each semester for help with program decisions and enrollment; responsible for reviewing the **Program of Study Requirements**; and must meet **foreign language** and **writing intensive course** requirements for graduation. See Academic Regulations-Undergraduate online.

**See the University Core Curriculum Requirements in Appendix A for approved list of course options.*

FALL	HOURS	SPRING	HOURS
FRESHMAN YEAR		FRESHMAN YEAR	
ENGL 1301 English Composition I	3	ENGL 1302 English Composition II	3
HIST 1301 The U.S. to 1877	3	HIST 1302 The U.S. Since 1877	3
MATH 1324 Business Math I	3	MATH 1325 Business Math II	3
UNIV 1101 Learning in a Global Context I	1	UNIV 1402 Signature Course	4
	3	Life & Physical Science*	3
	3	Life & Physical Science Lab	<u>1</u>
	<u>1</u>		
Total	17		17
SOPHOMORE YEAR		SOPHOMORE YEAR	
ACC 2301 Intro to Financial Acc	3	ACC 2302 Intro Managerial Acc	3
DS 2310 Business Statistics I	3	ECO 2302 Prins of Microeconomics	3
ECO 2301 Prins of Macroeconomics	3	PSCI 2306 American State Govt	3
PSCI 2305 American National Govt	3	General Elective ¹	2
	<u>3</u>	General Elective ¹	<u>3</u>
	<u>3</u>		
Total	15		14
JUNIOR YEAR		JUNIOR YEAR	
BA 3301 Prof Written Comm	3	FIN 3310 Introduction to Finance	3
BA 3310 Legal Environ Business	3	MGT 3310 Prins of Mgt & Org Beh	3
BA 3320 International Business	3	MIS 3310 Management Info Sys	3
ECO 3320 Managerial Economics	3	MKT 3330 Advertising & Promotion	3
MKT 3310 Principles of Marketing	<u>3</u>	POM 3310 Prod Operations Mgmt	<u>3</u>
Total	15		15
SENIOR YEAR		SENIOR YEAR	
MKT 3320 Buyer Behavior	3	BA 4390 Business Strategy	3
MKT 4320 Marketing Research	3	MKT 4310 International Marketing	3
TIL 3340 Business Logistics Mgmt	3	MKT 4330 Marketing management	3
	3	Advanced Business Elec	<u>3</u>
	<u>3</u>		
Total	15		12

TOTAL SEMESTER CREDIT HOURS: 120

¹Select from ANTH/COMM/GEOG/HIST/KINE/PHIL/PSYC/SOCI/MATH/SCIENCE.

*Actual degree plans may vary depending on availability of courses in a given semester.
Some courses may require prerequisites not listed.*