

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Total hrs: 120

FRESHMAN YEAR

DEPT	COURSE NAME	CREDIT HRS		DEPT	COURSE NAME	CREDIT HRS
Institutional Course	Student Success [Area B]	1		ENG 102	Rhetoric and Literature [Area A1]	3
ENG 101	Writing and Rhetoric [Area A1]	3		BUS 100	Business Concepts	3
BUS 101	Fundamentals of Computer Applications	3		MTH 101	Quantitative Skills [Area A2]	3
OPTION	HIS 151 or HIS 152 [Area E]	3		OPTION	CHR 100/CHR110 [Area B]	3
OPTION	PE 205 or HEA 211 [Area B]	2		OPTION	Core Elective [Area F]	3
OPTION	Fine Art, Language, or Culture [Area C]	3				
	TOTAL	15			TOTAL	15

SOPHOMORE YEAR

DEPT	COURSE NAME	CREDIT HRS		DEPT	COURSE NAME	CREDIT HRS
ACCT 201	Financial Accounting	3		ACCT 202	Managerial Accounting	3
ECON 205	Principles of Macroeconomics [Area E]	3		ECON 206	Principles of Microeconomics	3
OPTION	CHR 101/CHR 102 [Area B]	3		BUS 250	Legal Environment of Business	3
OPTION	Literature [Area C]	3		OPTION	History Course 2 [Area E]	3
OPTION	Lab Science [Area D]	4		OPTION	General Elective	2
	TOTAL	16			TOTAL	14

JUNIOR YEAR

DEPT	COURSE NAME	CREDIT HRS		DEPT	COURSE NAME	CREDIT HRS
MKT 300	Principles of Marketing	3		BUS 210	Business Statistics	3
BUS 330	Writing in the Workplace	3		MKT 310	Buyer Behavior	3
MGT 331	Principles of Management	3		MKT 320	Advertising	3
OPTION	General Elective	3		BUS 357	International Business	3
OPTION	General Elective	3		MKT 410	Business-to-Business Marketing	3
	TOTAL	15			TOTAL	15

SENIOR YEAR

DEPT	COURSE NAME	CREDIT HRS		DEPT	COURSE NAME	CREDIT HRS
MKT 330	Brand Management	3		MKT 420	Social Media Marketing	3
MKT 340	Principles of Professional Sales	3		MKT 430	Direct & Interactive Marketing	3
MKT 400	Marketing Metric & Analysis	3		MKT 450	Marketing Strategy	3
BUS 451	Managerial Finance	3		BUS 453	Business Strategy	3
OPTION	General Elective	3		BUS 499	Internship	3
	TOTAL	15			TOTAL	15