

BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

Total hrs: 120	
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FRESHMAN YEAR	
1	2
3	4
5	6
7	8
9	10
11	12
13	14
15	16
17	18
19	20
21	22
23	24
25	26
27	28
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31	32
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43	44
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63	64
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69	70
71	72
73	74
75	76
77	78
79	80
81	82
83	84
85	86
87	88
89	90
91	92
93	94
95	96
97	98
99	100

DEPT	COURSE NAME	CREDIT HRS	DEPT	COURSE NAME	CREDIT HRS
Institutional Course	Student Success [Area B]	1	BUS 100	Business Concepts	3
BUS 101	Fundamentals of Computer Applications	3	ENG 102	Rhetoric and Literature [Area A1]	3
ENG 101	Writing and Rhetoric [Area A1]	3	MTH 101	Quantitative Skills [Area A2]	3
OPTION	Humanities/Fine Art/Culture [Area C]	3	OPTION	CHR 100/CHR110 [Area B]	3
OPTION	History/Social Science [Area E]	3	OPTION	Humanities/Fine Art/Culture [Area C]	3
OPTION	General Elective	2			
	TOTAL	15		TOTAL	15

SOPHOMORE YEAR									
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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	Lab Science [Area D]	4		OPTION	General Elective	3
OPTION	General Elective	3		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
MKT 310	Buyer Behavior	3		MKT 320	Advertising	3
BUS 330	Writing in the Workplace	3		BUS 357	International Business	3
MGT 331	Principles of Management	3		MKT 410	Business-to-Business Marketing	3
OPTION	General Elective	3		OPTION	General Elective	3
	TOTAL	15			TOTAL	15

SENIOR YEAR	
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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

Important Notes:

This degree follows the professional core at BPCU.

Upd. Oct 2025