

ACADEMIC MAP

2016-17 BBA - MARKETING

TOTAL 124 HRS

*minimum grade required †offered every other year

Freshman (Fall Semester) 15 hrs total

CIS 205	Microcomputer App	3 credit hrs	Prof. Dev.	C*
ENG 101	Eng Comp. I	3 credit hrs	Gen. Ed.	C*
HIS 100/200	History	3 credit hrs	Gen. Ed.	C*
MAT 104	College Algebra	3 credit hrs	Gen. Ed.	C*
	Lab Science	3 credit hrs		C*

Freshman (Spring Semester) 15 hrs total

ENG 102	English Comp. II	3 credit hrs	Gen. Ed.	C*
COM 101/102	Communications Studies	3 credit hrs	Major	C*
PSY/SOC 101	Gen Psy/Intro to Soc	3 credit hrs	Spec. Deg.	C*
	Fine Arts Elective	3 credit hrs	Gen. Ed.	C*
	Lab Science	3 credit hrs		C*

Sophomore (Fall Semester) 15 hrs total

ACC 220	Financial Accounting	3 credit hrs	Major	C*
ECO 211	Microeconomics	3 credit hrs	Gen. Ed.	C*
GBA 203	Business Comm.	3 credit hrs	Major	C*
GBA 204	Quan. Meth. of Business	3 credit hrs	Spec. Deg.	C*
	Humanities/Fine Art Elec	3 credit hrs	Gen. Ed.	C*

Sophomore (Spring Semester) 15 hrs total

GBA 220	Legal Env. of Business	3 credit hrs	Major	C*
ECO 210	Macroeconomics	3 credit hrs	Gen. Ed.	C*
ENG 203/204	English Literature	3 credit hrs	Gen. Ed.	C*
MGT 200	Statistics	3 credit hrs	Major	C*
MKT 300	Marketing Principles	3 credit hrs	Major	C*

Junior (Fall Semester) 15 hrs total

ACC 320	Managerial Accounting	3 credit hrs	Major	C*
CIS 300	Mgmt. Info. Systems	3 credit hrs	Major	C*
MGT 300	Principles of Mgmt.	3 credit hrs	Major	C*
MKT 300	Marketing Principles	3 credit hrs	Major	C*
	Writing Proficiency	0-3 credit hrs**		C*
	General Elective	3 credit hrs**	Gen. Elect.	C*

Junior (Spring Semester) 18 hrs total

MGT 327	Human Resources Mgmt.	3 credit hrs	Major	C*
MKT 321	Professional Selling	3 credit hrs	Major	C*
MKT 388	Business Research Meth.	3 credit hrs	Major	C*
MKT	Marketing Elective	3 credit hrs	Major	C*
	General Elective	3 credit hrs	Gen. Elect.	C*
	General Elective	3 credit hrs	Gen. Elect.	C*

Senior (Fall Semester) 16 hrs total

FIN 300	Business Finance	3 credit hrs	Major	C*
MGT342	Prod/Ops Management	3 credit hrs	Major	C*
MKT 358	Consumer Behavior	3 credit hrs	Major	C*
MKT 475	International Marketing	3 credit hrs	Major	C*
MKT	Marketing Elective	3 credit hrs	Gen. Elect.	C*
	General Elective	1 credit hr	Gen. Elect.	C*

Senior (Spring Semester) 15 hrs total

MGT 435	International Business	3 credit hrs	Major	C*
MGT 499	Strategic Management	3 credit hrs	Major	C*
MKT 499	Marketing Management	3 credit hrs	Major	C*
MKT	Marketing Elective	3 credit hrs	Gen. Elect.	C*
	General Elective	3 credit hrs	Gen. Elect.	C*

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Additional Notes

- ▶ **When meeting the Writing Proficiency Requirement, if ENG 301 is taken, general elective is not needed