

ACADEMIC MAP



2017-18 BBA - MARKETING

TOTAL 120 HRS

*minimum grade required; recommended for other courses classes in bold are only offered once a year

Freshman (Fall Semester) 15 hrs total

FYS 100/110	First Year Seminar		Gen. Elec.	C
CIS 205	Microcomputer App	3 credit hrs	Prof. Dev.	C
ENG 101	Eng Comp.	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	Gen. Ed.	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	Gen. Ed.	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	Gen. Ed.	C

Sophomore (Fall Semester) 15 hrs total

ACC 220	Financial Accounting	3 credit hrs	Core	C
ECO 211	Microeconomics	3 credit hrs	Gen. Ed.	C
GBA 203	Business Comm.	3 credit hrs	Core	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	Core	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	Core	C
	General Elective	3 credit hrs	Gen. Elec.	C

Junior (Fall Semester) 15 hrs total

	<i>Writing Proficiency Requirement</i>			
ACC 320	Managerial Accounting	3 credit hrs	Core	C
CIS 300	Mgmt. Info. Systems	3 credit hrs	Core	C
MGT 300	Principles of Mgmt.	3 credit hrs	Core	C
MKT 300	Marketing Principles	3 credit hrs	Core	C
	General Elective	3 credit hrs	Gen. Elec.	C

Junior (Spring Semester) 15 hrs total

MGT 327	Human Resources Mgmt.	3 credit hrs	Core	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. Elec.	C

Senior (Fall Semester) 15 hrs total

FIN 300	Business Finance	3 credit hrs	Core	C
MGT 342	Operations Mgmt.	3 credit hrs	Core	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	Major	C

Senior (Spring Semester) 15 hrs total

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