

2018-19 ACADEMIC MAP

BBA - Marketing

TOTAL HRS: 121



Academic map is a guide to help students stay on track to degree completion. Consult undergraduate catalog and academic advisor for other requirements.

* minimum grade required

FALL SEMESTER						SPRING SEMESTER					
PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR
YEAR 1 - Freshman	FYS 100	First Year Seminar	1	Univ Req	C	ENG 102	Composition II	3	Gen Ed	C	
	CIS 205	Microcomputer Apps	3	Gen Ed	C	COM 101/102	Communication Studies	3	Gen Ed	C	
	ENG 101	Composition I	3	Gen Ed	C	PSY/SOC 101	Gen Psy/Princ of Soc	3	Spec Dgr	C	
	HIS 100/200	History	3	Gen Ed	C		Fine Arts	3	Gen Ed	C	
	MAT 104	College Algebra	3	Gen Ed	C		Lab Science	3	Gen Ed	C	
	Lab Science	3	Gen Ed	C				15			
		16									
YEAR 2 - Sophomore	ACC 220	Financial Accounting I	3	Bus Core	C	GBA 220	Legal Env of Business	3	Bus Core	C	
	ECO 211	Microeconomics	3	Gen Ed	C	ECO 210	Macroeconomics	3	Gen Ed	C	
	GBA 203	Business Communication	3	Bus Core	C	ENG 203/204	Intro to Literature	3	Gen Ed	C	
	GBA 204	Quant Methods of Business	3	Spec Dgr	C	MGT 200	Statistics	3	Bus Core	C	
		Humanities & Fine Arts	3	Gen Ed	C		General Elective	3	Elective	C	
		15					15				
YEAR 3 - Junior	ACC 320	Managerial Accounting	3	Bus Core	C	MGT 327	Human Resources Mgt	3	Bus Core	C	
	CIS 300	Mgt Information Systems	3	Bus Core	C	MKT 321	Professional Selling	3	Major	C	
	MGT 300	Principles of Mgt	3	Bus Core	C	MKT 388	Business Research Meth	3	Major	C	
	MKT 300	Marketing Principles	3	Bus Core	C	MKT	Marketing Elective	3	Major	C	
		General Elective	3	Elective	C		General Elective	3	Elective	C	
		15					15				
YEAR 4 - Senior	FIN 300	Business Finance	3	Bus Core	C	MGT 435	International Business	3	Bus Core	C	
	MGT 342	Operations Mgt	3	Bus Core	C	MGT 499	Strategic Mgt	3	Bus Core	C	
	MKT 358	Consumer Behavior	3	Major	C	MKT 499	Marketing Mgt	3	Major	C	
	MKT 475	International Marketing	3	Major	C	MKT	Marketing Elective	3	Major	C	
	MKT	Marketing Elective	3	Major	C		General Elective	3	Elective	C	
		15					15				

- Classes in bold are only offered once a year