2019-20 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/GI
FYS 100/300 ¹	First Year Seminar	1	Univ Req			ENG 102	Composition II	3	Gen Ed		
CIS 205 ENG 101	Microcomputer Apps	3	Gen Ed			COM 101/202	Communication Studies	3	Gen Ed		
ENG 101	Composition I	3	Gen Ed			PSY/SOC 101	Gen Psy/Princ of Soc	3	Spec Dgr		
HIS 100/200	History	3	Gen Ed				Fine Arts	3	Gen Ed		
HIS 100/200 MAT 104	College Algebra	3	Gen Ed	С			Lab Science	3	Gen Ed		
	Lab Science	3	Gen Ed					15			
		16	-								
ACC 220	Financial Accounting I	3	Bus Core			GBA 220	Legal Env of Business	3	Bus Core		
ECO 211	Microeconomics	3	Gen Ed			ECO 210	Macroeconomics	3	Gen Ed		
GBA 203	Business Communication	3	Bus Core			ENG 203/204	Intro to Literature	3	Gen Ed		
ACC 220 ECO 211 GBA 203 GBA 204	Quant Methods of Business	3	Spec Dgr			MGT 200	Statistics	3	Bus Core		
	Humanities & Fine Arts	3	Gen Ed				General Elective	3	Elective		
		15	-					15	-		
ACC 320	Managerial Accounting	3	Bus Core			MGT 327	Human Resources Mgt	3	Bus Core		
CIS 300	Mgt Info Systems	3	Bus Core			MKT 321	Professional Selling	3	Major		
MGT 300	Principles of Management	3	Bus Core			MKT 388	Business Research Meth	3	Major		
МКТ 300	Marketing Principles	3	Bus Core			МКТ	Marketing Elective	3	Major		
СІЅ 300 МGT 300 МКТ 300	General Elective	3	Elective				General Elective	3	Elective		
		15	-					15	-		
FIN 300	Business Finance	3	Bus Core			MGT 435	International Business	3	Bus Core		
MGT 342	Operations Mgt	3	Bus Core			MGT 499	Strategic Mgt	3	Bus Core		
МКТ 358	Consumer Behavior	3	Major			МКТ 499	Marketing Mgt	3	Major		
MGT 342 MKT 358 MKT 475	International Marketing	3	Major			MKT	Marketing Elective	3	Major		
МКТ	Marketing Elective	3	Major				General Elective	3	Elective		
		15						15			

- ¹All incoming students required to enroll in FYS 100 (freshmen) or FYS 300 (transfers).

- Classes in bold are only offered once a year.