

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/GR
YEAR 1-Freshman	FYS 100/300 ¹	1	Univ Req			ENG 102	Composition II	3	Gen Ed		
	CIS 205	3	Gen Ed			COM 101/202	Communication Studies	3	Gen Ed		
	ENG 101	3	Gen Ed			PSY/SOC 101	Gen Psy/Princ of Soc	3	Spec Dgr		
	HIS 100/200	3	Gen Ed				Fine Arts	3	Gen Ed		
	MAT 104	3	Gen Ed	C			Lab Science	3	Gen Ed		
	Lab Science	3	Gen Ed					15			
		16									
YEAR 2-Sophomore	ACC 220	3	Bus Core			GBA 220	Legal Env of Business	3	Bus Core		
	ECO 211	3	Gen Ed			ECO 210	Macroeconomics	3	Gen Ed		
	GBA 203	3	Bus Core			ENG 203/204	Intro to Literature	3	Gen Ed		
	GBA 204	3	Spec Dgr			MGT 200	Statistics	3	Bus Core		
		Humanities & Fine Arts	3	Gen Ed			General Elective	3	Elective		
		15					15				
YEAR 3-Junior	ACC 320	3	Bus Core			MGT 327	Human Resources Mgt	3	Bus Core		
	CIS 300	3	Bus Core			MKT 321	Professional Selling	3	Major		
	MGT 300	3	Bus Core			MKT 388	Business Research Meth	3	Major		
	MKT 300	3	Bus Core			MKT _____	Marketing Elective	3	Major		
		General Elective	3	Elective			General Elective	3	Elective		
		15					15				
YEAR 4-Senior	FIN 300	3	Bus Core			MGT 435	International Business	3	Bus Core		
	MGT 342	3	Bus Core			MGT 499	Strategic Mgt	3	Bus Core		
	MKT 358	3	Major			MKT 499	Marketing Mgt	3	Major		
	MKT 475	3	Major			MKT _____	Marketing Elective	3	Major		
	MKT _____	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.