

2025-26 ACADEMIC MAP

BBA - General 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	ENG 101	Composition I	3	Gen Ed		ENG 102	Composition II	3	Gen Ed	
	CIS 205	Microcomputer Apps	3	Gen Ed		COM 101/202	Communication Studies	3	Gen Ed	
	MAT 104	College Algebra	3	Gen Ed	C	PSY/SOC 101	Gen Psy/Princ of Soc	3	Spec Dgr	
	HIS 100/200 level	History	3	Gen Ed			Fine Arts	3	Gen Ed	
		Lab Science	3	Gen Ed			Lab Science	3	Gen Ed	
	FYS 100/300 ¹	First Year Seminar	1	Univ Req				15		
			16							
YEAR 2-Sophomore	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 203/206	Intro to Literature	3	Gen Ed	
	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		
YEAR 3-Junior	ACC 320	Managerial Accounting	3	Bus Core		MGT 327	Human Resources Mgt	3	Bus Core	
	CIS 300	Management Info Systems	3	Bus Core		MKT 321	Professional Selling	3	Major	
	MGT 300	Principles of Management	3	Bus Core		MKT 388	Business Research Methods	3	Major	
	MKT 300	Marketing Principles	3	Bus Core		MKT _____	Marketing Elective	3	Major	
		General Elective	3	Elective			General Elective	3	Elective	
			15					15		
YEAR 4-Senior	FIN 300	Business Finance	3	Bus Core		MGT 435	International Business	3	Bus Core	
	MGT 342	Operations Management	3	Bus Core		MGT 499	Strategic Management	3	Bus Core	
	MKT 358	Consumer Behavior	3	Major		MKT 499	Marketing Management	3	Major	
	MKT _____	Marketing Elective	3	Major		MKT _____	Marketing Elective	3	Major	
	MKT _____	Marketing Elective	3	Major		MGT 487	Business Analytics	3	Bus Core	
			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.