

BBA - Marketing

FIRST YEAR SCHEDULE

FIRST SEMESTER				SECOND SEMESTER					
	FYS	101	First Year Seminar	3		ENG	100	Writing I	3
	COMS	108	Fundamentals of Speech Communication	3		NSC1	Gen Ed.	Choose 1 from General Education List	3
	HUM1	Gen Ed.	Choose 1 from General Education List	3		HUM2	Gen Ed.	Choose 1 from General Education List	3
	SBS1	Gen Ed.	Choose 1 from General Education List	3		MKT	204	Principles of Marketing	3
	CIS	211	Software Tools for Business	3		MNGT	201	Principles of Management	3
<i>Semester Credit Hours</i>					<i>15</i>				
<i>Semester Credit Hours</i>					<i>15</i>				

SECOND YEAR SCHEDULE

THIRD SEMESTER				FOURTH SEMESTER					
	ACCT	281	Principles of Financial Accounting	3		NSC2	Gen Ed.	Choose 1 from General Education List	3
	ECON	201	Principles of Macroeconomics	3		ACCT	282	Principles of Managerial Accounting	3
	ENG	200	Writing II	3		BBA	261	Business Law & Regulations	3
	MATH	152/174/175	Algebra/Pre-Calc./Calculus	3		ECON	202	Principles of Microeconomics	3
	MKT	354	Consumer Behavior	3		MKT	365	Services Marketing	3
<i>Semester Credit Hours</i>					<i>15</i>				
<i>Semester Credit Hours</i>					<i>15</i>				

THIRD YEAR SCHEDULE

FIFTH SEMESTER				SIXTH SEMESTER					
	BBA	295	Business Communications	3		BBA	380	International Business	3
	BBA	363	Ethical Decision-Making in Business	3		BBA	315	Quantitative Analysis for Business	3
	MATH	305	Business Statistics	3		CIS	311	Management Information Systems	3
	300-LEVEL MKT ELECT		Choose an approved Marketing elective	3		MKT Elective		Choose an approved Marketing elective	3
	300-LEVEL MKT ELECT		Choose an approved Marketing elective	3		Free Elective		Any course where you meet the prereqs.	3
<i>Semester Credit Hours</i>					<i>15</i>				
<i>Semester Credit Hours</i>					<i>15</i>				

FOURTH YEAR SCHEDULE

SEVENTH SEMESTER				EIGHTH SEMESTER					
	BBA	350	Entrepreneurship & Innovation	3		BBA	499c	Strategic Management (Capstone)	3
	BBA	370	Operations & Service Management	3		BBA	475	Leadership Development	3
	FIN	360	Business Finance	3		MKT	495	Marketing Strategies	3
	MKT	452	Marketing Research & Analysis	3		MKT Elective		Choose an approved Marketing elective	3
	MKT Elective		Choose an approved Marketing elective	3		Free Elective		Any course where you meet the prereqs.	3
<i>Semester Credit Hours</i>					<i>15</i>				
<i>Semester Credit Hours</i>					<i>15</i>				

Approved Marketing Electives		
Course Code		Course Name
MKT	339	Cooperative Education III
MKT	439	Cooperative Education IV
MKT	325	Marketing Ethics & Social Responsibility
MKT	340	E-Marketing & Social Networking
MKT	345	Marketing Strategies for Small Business
MKT	350	Professional Selling
MKT	375	Sustainable Marketing
MKT	380	Corporate Marketing Strategies
MKT	451	Retail Marketing
MKT	454	Integrated Marketing Techniques
MKT	455	Advertising
MKT	469	International Marketing
MKT	476	Special Problems in Marketing