



**Plan of Study: Business Admin-Marketing-Bachelor of Business Admin**  
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School of Business  
Department of Business  
Catalog Year: 2015-2016

This is a recommended semester-by-semester plan of study for this major. Course offerings are subject to change based on enrollment. However, courses or requirements designated as critical (!) must be completed in the semester listed to ensure a timely graduation.

FRESHMAN	Critical	Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	General Education	Liberal Arts
	<b>Semester One [16 Hours]</b>							
		UNIV 1001 Intro to University Life	1					
		ENGL 1113 or 1123 English Composition I or Honors Composition I	3					
		BUS 1113 Intro to Business	3					
		MATH 1513 College Algebra	3					
		CIS 1013 Intro to Computer Information Systems or MIS 2113 Fundamental MIS Tools and Skills	3					
		PS 1113 American Federal Government	3					
<b>Semester Two [16 Hours]</b>								
		ENGL 1213 or 1223 English Composition II or Honors Composition	3					
		HIST 1483 or 1493 United States History to 1865 or United States History from 1865	3					
		MATH 2713 Elementary Calculus	3					
		COMM 1113 Fundamentals of Speech	3					
		ECON 2013 Principles of Economics I	3					
		P.E.	1					

SOPHOMORE	Critical	Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	General Education	Liberal Arts
	<b>Semester Three [16 Hours]</b>							
		ACCT 2013 Principles of Financial Accounting	3					
		Biological Science with Lab	4					
		Humanities	3					
		BUS 2113 Business Communication	3					
		ECON 2023 Principles of Economics II	3					
<b>Semester Four [16 Hours]</b>								
		ACCT 2023 Principles of Cost/Managerial Accounting	3					
		PSY 1113 or SOCI 1113 General Psychology or Introductory Sociology	3					
		Physical Science	4					
		STAT 2613 Business Statistics	3					
		FIN 2113 Personal Finance	3					

JUNIOR	Critical	Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	General Education	Liberal Arts
	<b>Semester Five [16 Hours]</b>							
		MKTG 3413 Principles of Marketing	3	■				
		MIS 3013 Management Information Systems	3	■				
		BUS 3213 Business Law I	3	■				
		MGMT 3013 Principles of Management	3	■				
		Humanities	3					
		P.E.	1					
<b>Semester Six [16 Hours]</b>								
		MKTG 3423 Consumer Motivation and Behavior	3	■				
		Elective (ACCT, BUS, ECON, FIN, MGMT, MKTG)	3	■				
		FIN 3603 Principles of Finance	3	■				
		Elective (ACCT, BUS, ECON, FIN, MGMT, MKTG)	3	■				
		Elective	3					
		P.E.	1					

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SENIOR	Critical	Course Subject and Title	Credit Hours	Upper Div.	Min. Grade	Major GPA	General Education	Liberal Arts
	<b>Semester Seven [16 Hours]</b>							
		Elective (ACCT, BUS, ECON, FIN, MGMT, MKTG)	3	■				
		MKTG 3433 Retailing	3	■				
		Elective (ACCT, BUS, ECON, FIN, MGMT, MKTG)	3	■				
		MKTG 4433 Advertising	3	■				
		Elective	3					
		P.E.	1					
<b>Semester Eight [14 Hours]</b>								
		MKTG 4443 Marketing Research	3	■				
		Elective (ACCT, BUS, ECON, FIN, MGMT, MKTG)	3	■				
		MKTG Elective (Upper Div)	3	■				
		BUS 4633 Business Policy	3	■				
		BUS 4632 Business Capstone: Professionalism and Careers	2	■				

### GRADUATION REQUIREMENTS SUMMARY

Minimum Total Hours	Minimum Upper-Division Hours	Minimum Gen Ed Hours	Minimum Liberal Arts Hours	Minimum	
				Major GPA	Overall GPA
126	40	44	55 or 80	2.000	2.000