

Business Administration: Marketing – Bachelor of Business Administration

FIRST YEAR

Fall Semester	16-18 Hours
UNIV 1001/1113 Intro to Univ Life/Study Strats	(1/3)
ENGL 1113 English Composition I	(3)
MATH 1463 Functions and Modeling.....	(3)
PS 1113 American Federal Government	(3)
BUS 1113 Intro to Business (FA,SP)	(3)
MIS 2113 Fundamental MIS Tools and Skills (FA, SP)	(3)
Spring Semester	16 Hours
ENGL 1213 English Composition II.....	(3)
HIST 1483/1493 U.S. History to/since 1865	(3)
COMM 1113 Principles of Communication	(3)
FIN 2113 Personal Finance (FA, SP)	(3)
STAT 2613 Business Statistics (FA, SP)	(3)
General Education Health and Wellness.....	(1)

THIRD YEAR

Fall Semester	15 Hours
General Education Humanities-Diversity.....	(3)
MKTG 3413 Principles of Marketing (FA, SP)	(3)
BUS 3213 Business Law I (FA, SP)	(3)
MIS 3013 Management Information Systems (FA, SP)	(3)
MGMT 3013 Principles of Management (FA, SP)	(3)
Spring Semester	15 Hours
General Education Health and Wellness	(3)
FIN 3603 Principles of Finance (FA, SP)	(3)
MKTG 3433 Retailing.....	(3)
General Electives.....	(6)

^M Denotes Minimum Grade Needed for Course

^R Denotes Restriction to Students Admitted to Educator Preparation Program

! Denotes Critical Course

Bolded courses indicate guaranteed course rotation for major core: (FA=Fall; SP=Spring; SU=Summer; O=Odd Year; E=Even Year).

This is a recommended semester-by-semester plan of study for this major for a hypothetical student and will not substitute for meeting with an advisor to discuss individual student needs. 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.

Graduation Requirements Summary

Minimum Total Hours for Graduation	124
Minimum Upper-Division Hours	40
Minimum Gen Ed Hours	44
Minimum Liberal Arts Hours	40
Minimum Major GPA	2.000
Minimum Overall GPA	2.000

SECOND YEAR

Fall Semester	16 Hours
General Education Biological Science	(4)
General Education Humanities- Aesthetics	(3)
ACCT 2013 Principles of Financial Accounting (FA, SP)	(3)
BUS 2113 Business Communication (FA, SP)	(3)
ECON 2013 Principles of Macroeconomics	(3)
Spring Semester	16-17 Hours
PSY 1113/SOCI 1113 Gen Psychology/Intro to Sociology	(3)
General Education Physical Science	(4-5)
ACCT 2023 Principles of Cost/Managerial Accounting (FA, SP)	(3)
BUS 2903 Management Skills (SP)	(3)
ECON 2023 Principles of Microeconomics (FA, SP)	(3)

FOURTH YEAR

Fall Semester	15 Hours
MKTG 3423 Consumer Motivation and Behavior.....	(3)
MKTG 4433 Advertising.....	(3)
MGMT 4053 Business, Ethics, and Society (FA, SP)	(3)
Upper Division MKTG Elective.....	(3)
General Electives.....	(3)
Spring Semester	15 Hours
MKTG 4443 Marketing Research	(3)
BUS 4633 Business Policy (!) (FA, SP)	(3)
General Electives.....	(9)