



**2017 - 18  
Marketing**

**Bachelor of Business Administration Degree**

<b>Fall Year 1</b>		<b>Courses</b>	<b>Credit Hours</b>	
ACC 1010	Principles of Accounting I		3	15
ENG 1010	College Composition I		3	
MGT 1010	Introduction to Business		3	
MKT 1110	Principles of Marketing		3	
Choose 1 Course from the Following				
MTH 1050	Quantitative Reasoning I		3	
MTH 1110	College Algebra I		3	
<b>Spring Year 1</b>		<b>Courses</b>	<b>Credit Hours</b>	
ACC 1020	Principles of Accounting II		3	15
BUS 2910	Fundamentals of Project Management		3	
ENG 1020	College Composition II		3	
MGT 1110	Professional Management Behavior		3	
Choose 1 Course from the Following:				
PSY 1010	Human Relations		3	
PSY 1110	General Psychology		3	
<b>Fall Year 2</b>		<b>Courses</b>	<b>Credit Hours</b>	
ECN 2010	Principles of Macroeconomics		3	15
EN 2010	Introduction to Entrepreneurship		3	
FIN 1010	Personal Finance		3	
MGT 2110	Staffing and Performance Management		3	
SPK 2010	Oral Communication		3	
<b>Spring Year 2</b>		<b>Courses</b>	<b>Credit Hours</b>	
BUS 2110	Business Analytics		3	15
ECN 2110	Principles of Microeconomics		3	
LAW 2110	Business Law		3	
MGT 2210	Management Seminar		3	
WRKBS 2010	Work Experience		3	

Fall Year 3		Courses	Credit Hours	
DMD 1110	Introduction to Digital Media	3	15	
FIN 3010	Principles of Finance	3		
MGT 3110	Organizational Change	3		
MKT 3410	Digital Marketing I	3		
Choose 1 Course from the Following:				
MTH 1060	Quantitative Reasoning II	3		
MTH 1110	College Algebra II	3		
Spring Year 3		Courses	Credit Hours	
GEN ED	General Education Elective	3	15	
MKT 3110	Consumer Behavior	3		
MKT 3420	Digital Marketing II	3		
MTH 2750	Statistical Methods	3		
SOC 3210	Cultural Diversity	3		
Fall Year 4		Courses	Credit Hours	
DMD 2010	Social Media Marketing	3	15	
HUM 4010	Philosophy of Ethics	3		
MGT 3210	Management Information Systems	3		
MKT 3510	Marketing Analytics	3		
MKT 4010	Marketing Research	3		
Spring Year 4		Courses	Credit Hours	
MKT 4110	International Marketing	3	15	
MKT 4310	Marketing Strategy and Design	3		
MKT 4410	Sales Strategy	3		
SCI	Science Elective	3		
WRKBS 4010	Work Experience	3		
<b>Program Total</b>			<b>120</b>	