



**2018 - 2019
Marketing**

Bachelor of Business Administration Degree

Fall Year 1		Courses	Credit Hours	
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	
Spring Year 1		Courses	Credit Hours	
ACC 1020	Principles of Accounting II		3	15
BUS	Business Elective		3	
BUS	Business Elective		3	
ENG 1020	College Composition II		3	
Choose 1 Course from the Following:				
PSY 1010	Human Relations		3	
PSY 1110	General Psychology		3	
Fall Year 2		Courses	Credit Hours	
BUS	Business Elective		3	15
BUS	Business Elective		3	
ECN 2010	Principles of Macroeconomics		3	
FIN 1010	Personal Finance		3	
SPK 2010	Oral Communication		3	
Spring Year 2		Courses	Credit Hours	
BUS 2110	Business Analytics		3	15
BUS	Business Elective		3	
ECN 2110	Principles of Microeconomics		3	
LAW 2110	Business Law		3	
WRKBS 2010	Work Experience		3	

Fall Year 3		Courses	Credit Hours	
FIN 3010	Principles of Finance		3	15
GEN ED	General Education Elective		3	
MGT 3010	Principles of Management		3	
MKT 3410	Digital Marketing I		3	
Choose 1 Course from the Following:				
MTH 1060	Quantitative Reasoning II		3	
MTH 1120	College Algebra II		3	
Spring Year 3		Courses	Credit Hours	
MKT 1150	Introduction to Marketing Media Tools and Design		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	
HUM 4010	Philosophy of Ethics		3	15
MGT 3210	Management Information Systems		3	
MKT 2010	Contemporary Trends in Social Media Marketing		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	
Program Total				120