



**2019-2020**  
**Marketing**  
**4+1 BBA and MBA Degrees**  
**Suggested Academic Plan**

Fall Year 1	Courses	Prerequisites	Credit Hours	
ACC 1010	Principles of Accounting I	Co-requisite MTH 1050 or MTH 1110	3	<b>15</b>
ENG 1010	College Composition I		3	
MGT 1010	Introduction to Business		3	
MKT 1110	Principles of Marketing		3	
<b>Choose 1 Course from the Following:</b>				
MTH 1050	Quantitative Reasoning I		3	
MTH 1110	College Algebra I		3	
Spring Year 1	Courses	Prerequisites	Credit Hours	
ACC 1020	Principles of Accounting II	ACC 1010	3	<b>15</b>
ENG 1020	College Composition II	ENG 1010	3	
ELECTIVE	General Education Elective		3	
<b>Choose 1 Course from the Following:</b>				
MTH 1060	Quantitative Reasoning II	MTH 1050	3	
MTH 1120	College Algebra II	MTH 1110	3	
<b>Choose 1 Course from the Following:</b>				
PSY 1010	Human Relations		3	
PSY 1110	General Psychology		3	
Fall Year 2	Courses	Prerequisites	Credit Hours	
BUS 2110	Business Analytics	ENG 1010, MGT 1010, MTH 1050 or ENG 1010, MGT 1010, MTH 1110	3	<b>15</b>
ECN 2010	Principles of Macroeconomics		3	
FIN 1010	Personal Finance		3	
LAW 2110	Business Law		3	
SPK 2010	Oral Communication		3	
Spring Year 2	Courses	Prerequisites	Credit Hours	
ECN 2110	Principles of Microeconomics		3	<b>15</b>
FIN 3010	Principles of Finance	ACC 1020, MTH 1050 or ACC 1020, MTH 1110	3	
MGT 3010	Principles of Management	ENG 1020, MGT 1010	3	
ELECTIVE	SCI Elective		3	
WRKBS 2010	Work Experience	MGT 1010	3	
Fall Year 3	Courses	Prerequisites	Credit Hours	
MGT 3210	Management Information Systems	ENG 1020, MGT 1010	3	<b>15</b>
MKT 1150	Introduction to Marketing Media Tools and Design	MKT 1110	3	
MKT 3410	Digital Marketing I	ENG 1010, MGT 1010, MKT 1110	3	
MTH 2750	Statistical Methods	MTH 1050 or MTH 1110	3	
SOC 3210	Cultural Diversity		3	

Spring Year 3 Courses		Prerequisites	Credit Hours
BUS 6780	Research and Statistics for Managers	Acceptance into the 4+1 Program	3
HUM 4010	Philosophy of Ethics	ENG 1020	3
MKT 2010	Contemporary Trends in Social Medial Marketing	MKT 1110, MKT 1150	3
MKT 3110	Consumer Behavior	MKT 1110	3
MKT 3420	Digital Marketing II	MKT 3410	3
<b>Fall Year 4 Courses</b>		<b>Prerequisites</b>	<b>Credit Hours</b>
BUS 6150	Human Behavior Management of Organizations	BUS 6780	3
BUS 6300	Accounting for the Contemporary Manager	BUS 6780	3
MKT 3510	Marketing Analytics	BUS 2110, MKT 1110	3
MKT 4010	Marketing Research	BUS 2110, MKT 1110 Co-requisite MKT 3510	3
MKT 4110	International Marketing	MKT 1110	3
<b>Spring Year 4 Courses</b>		<b>Prerequisites</b>	<b>Credit Hours</b>
BUS 6400	The Financial Environment	BUS 6780	3
BUS 6500	The Economic Environment	BUS 6780	3
MKT 4310	Marketing Strategy and Design	MKT 3110, MKT 3420, MKT 3510	3
MKT 4410	Sales Strategy	MKT 3110, MKT 3420, MKT 3510; Co-requisite MKT 4310	3
WRKBS 4010	Work Experience	WRKBS 2010	3
<b>Program Total</b>			<b>120</b>

This Suggested Academic Plan assumes that you will take MBA Business Administration Major when you complete your BBA degree at the end of Year 4 and officially enter the MBA degree in Year 5. You will have the option of choosing another major upon admission into the MBA Program. If you change your MBA major, your Year 5 academic plan will change accordingly.

Fall Year 5 Courses		Prerequisites	Credit Hours
BUS 5720	Human Resource Management	BUS 6780	3
BUS 6600	The Marketing Environment	BUS 6780	3
ELECT 6010	Elective	Varies	3
MIS 5110	Management Information Systems	None	3
<b>Spring Year 5 Courses</b>		<b>Prerequisites</b>	<b>Credit Hours</b>
BUS 6900	Strategy in a Global Environment	All MBA Business Requirement and major requirement courses	3
ELECT 6020	Elective	Varies	3
ELECT 6030	Elective	Varies	3
<b>Program Total</b>		<b>21 (in Year 5) + 15 (in Years 3 &amp; 4) = 36</b>	