

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

ACC 1010		Courses	Prerequisites	Credit H	ours
MGT 1010	ACC 1010	Principles of Accounting I	Co-requisite MTH 1050 or MTH 1110	3	
MKT 1110	ENG 1010	College Composition I		3	
Choose 1 Course from the Following:   3   3	MGT 1010	Introduction to Business		3	
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           ENG 1020         College Composition II         ENG 1010         3           ELECTIVE         General Education Elective         3           Choose 1 Course from the Following:         3         15           MTH 1060         Quantitative Reasoning II         MTH 1050         3           MTH 1120         College Algebra II         MTH 1110         3           Choose 1 Course from the Following:         PSY 1010         Human Relations         3           PSY 1010         Human Relations         3         3           PSY 1110         General Psychology         3         7           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           ECN 2010         Principles of Macroeconomics         13         15           FIN 1010         Personal Finance         3         3	MKT 1110	Principles of Marketing		3	15
MTH 1110   College Algebra   Spring Year 1   Courses   Prerequisites   Credit Hours	Choose 1 Cours	urse from the Following:			
Spring Year 1         Courses         Prerequisites         Credit Hours           ACC 1020         Principles of Accounting II         ACC 1010         3           ENG 1020         College Composition II         ENG 1010         3           ELECTIVE         General Education Elective         3           Choose 1 Course from the Following:           MTH 1060         Quantitative Reasoning II         MTH 1050         3           MTH 1120         College Algebra II         MTH 1110         3           Choose 1 Course from the Following:         PSY 1010         Human Relations         3           PSY 1010         Human Relations         3         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           ECN 2010         Principles of Macroeconomics         3         3           FIN 1010         Personal Finance         3         3           LAW 2110         Business Law         3         3           SPY 2010         Oral Communication         3         3           Spr	MTH 1050	Quantitative Reasoning I		3	
ACC 1020	MTH 1110	College Algebra I		3	
ENG 1020   College Composition II   ENG 1010   3	Spring Year 1	Courses	Prerequisites	Credit H	ours
Choose 1 Course from the Following:   MTH 1050   3	ACC 1020	Principles of Accounting II	ACC 1010	3	
Choose 1 Course from the Following:         15           MTH 1060         Quantitative Reasoning II         MTH 1050         3           MTH 1120         College Algebra II         MTH 1110         3           Choose 1 Course from the Following:         PSY 1010         Human Relations         3           PSY 1110         General Psychology         3         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           ECN 2010         Principles of Macroeconomics         3         15           FIN 1010         Personal Finance         3         15           LAW 2110         Business Law         3         3           SPK 2010         Oral Communication         3         3           Spring Year 2         Courses         Prerequisites         Credit Hours           ECN 2110         Principles of Microeconomics         ACC 1020, MTH 1050 or ACC 1	ENG 1020	College Composition II	ENG 1010	3	
MTH 1060         Quantitative Reasoning II         MTH 1050         3           MTH 1120         College Algebra II         MTH 1110         3           Choose 1 Course from the Following:           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           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           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH 1050	ELECTIVE	General Education Elective		3	
MTH 1120         College Algebra II         MTH 1110         3           Choose 1 Course from the Following:	Choose 1 Cour	ourse from the Following:			15
Choose 1 Course from the Following:           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           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           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH	MTH 1060	Quantitative Reasoning II	MTH 1050	3	
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           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           ECN 2110         Principles of Microeconomics         3           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH 1110           ACC 1020, MTH 1110         The ACC 1020, MTH 1050 or ACC 1020, MTH 1050 or ACC 1020, MTH 1110         15	MTH 1120	College Algebra II	MTH 1110	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           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           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH 1110         15	Choose 1 Cours	urse from the Following:			
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           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           ECN 2110         Principles of Microeconomics         3           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH 1110           ACC 1020, MTH 1110         The Acc 1020, MTH 1050 or ACC 1020,	PSY 1010	Human Relations		3	
BUS 2110         Business Analytics         ENG 1010, MGT 1010, MTH 1050 or ENG 1010, MGT 1010, MTH 1110         3           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           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH 1110         15	PSY 1110	General Psychology		3	
ENG 1010, MGT 1010, MTH 1110	Fall Year 2	Courses	Prerequisites	Credit H	ours
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           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH 1110         3           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1	BUS 2110	Business Analytics		3	
LAW 2110   Business Law   3   3	ECN 2010	Principles of Macroeconomics		3	45
SPK 2010     Oral Communication     3       Spring Year 2     Courses     Prerequisites     Credit Hours       ECN 2110     Principles of Microeconomics     3       FIN 3010     Principles of Finance     ACC 1020, MTH 1050 or ACC 1020, MTH 1110     3       MTH 1110     15	FIN 1010	Personal Finance		3	15
Spring Year 2CoursesPrerequisitesCredit HoursECN 2110Principles of Microeconomics3FIN 3010Principles of FinanceACC 1020, MTH 1050 or ACC 1020, MTH 11103MTH 111015	LAW 2110	Business Law		3	
ECN 2110         Principles of Microeconomics         3           FIN 3010         Principles of Finance         ACC 1020, MTH 1050 or ACC 1020, MTH 1110         3           MTH 1110         15	SPK 2010	Oral Communication		3	
FIN 3010 Principles of Finance ACC 1020, MTH 1050 or ACC 1020, MTH 1110 15	Spring Year 2	Courses	Prerequisites	Credit H	ours
MTH 1110 15	ECN 2110	Principles of Microeconomics		3	
MGT 3010 Principles of Management ENG 1020, MGT 1010 3	FIN 3010	Principles of Finance	1	3	15
	MGT 3010	Principles of Management	ENG 1020, MGT 1010	3	
ELECTIVE SCI Elective 3	ELECTIVE	SCI Elective		3	
WRKBS 2010 Work Experience MGT 1010 3	WRKBS 2010	Work Experience	MGT 1010	3	
Fall Year 3 Courses Prerequisites Credit Hours	Fall Year 3	Courses	Prerequisites	Credit F	lours
MGT 3210 Management Information Systems ENG 1020, MGT 1010 3	MGT 3210	Management Information Systems	ENG 1020, MGT 1010	3	
MKT 1150 Introduction to Marketing Media Tools and Design MKT 1110 3		Introduction to Marketing Media Tools and Design	·	3	
MKT 3410 Digital Marketing I ENG 1010, MGT 1010, MKT 1110 3 <b>15</b>	MKT 1150	Digital Marketing I	ENG 1010, MGT 1010, MKT 1110		15
MTH 2750 Statistical Methods MTH 1050 or MTH 1110 3		- · ·			
SOC 3210 Cultural Diversity 3	MKT 3410	Statistical Methods	MTH 1050 or MTH 1110	3	

Spring Year 3	Courses	Prerequisites	Cred	lit Hours
BUS 6780	Research and Statistics for Managers	Acceptance into the 4+1 Program	3	
HUM 4010	Philosophy of Ethics	ENG 1020	3	15
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	
Fall Year 4	Courses	Prerequisites	Crec	lit Hours
BUS 6150	Human Behavior Management of Organizations	BUS 6780	3	15
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	
Spring Year 4	Courses	Prerequisites	Cred	lit Hours
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	15
MKT 4410	Sales Strategy	MKT 3110, MKT 3420, MKT 3510; Co-requisite MKT 4310	3	
WRKBS 4010	Work Experience	WRKBS 2010	3	
Program Total				120

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	12	
ELECT 6010	Elective	Varies	3	12	
MIS 5110	Management Information Systems	None	3		
Spring Year 5	Courses	Prerequisites	Cre	Credit Hours	
BUS 6900	Strategy in a Global Environment	All MBA Business Requirement and major requirement courses	3	9	
ELECT 6020	Elective	Varies	3		
ELECT 6030	Elective	Varies	3		
Program Total 21 (in Year 5) + 15 (in Years 3 & 4) = 36					