



2019 - 2020
Marketing
Bachelor of Business Administration Degree
Suggested Academic Plan

Fall Year 1	Courses	Prerequisites	Credit Hours
ACC 1010	Principles of Accounting I	Co-requisite MTH 1050 or MTH 1110	3
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
15			
Spring Year 1	Courses	Prerequisites	Credit Hours
ACC 1020	Principles of Accounting II	ACC 1010	3
ELECTIVE	Business Elective		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
15			
Fall Year 2	Courses	Prerequisites	Credit Hours
ELECTIVE	Business Elective		3
ECN 2010	Principles of Macroeconomics		3
FIN 1010	Personal Finance		3
SPK 2010	Oral Communication		3
Choose 1 Course from the Following:			
PSY 1010	Human Relations		3
PSY 1110	General Psychology		3
15			
Spring Year 2	Courses	Prerequisites	Credit Hours
ELECTIVE	Business Elective		3
BUS 2110	Business Analytics	ENG 1010, MGT 1010, MTH 1050 or ENG 1010, MGT 1010, MTH 1110	3
ECN 2110	Principles of Microeconomics		3
ELECTIVE	Science Elective		3
WRKBS 2010	Work Experience	MGT 1010	3
15			

Fall Year 3		Courses	Prerequisites	Credit Hours
LAW 2110	Business Law			3
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
				15
Spring Year 3		Courses	Prerequisites	Credit Hours
ELECTIVE	Business Elective			3
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
MKT 2010	Contemporary Trends in Social Media Marketing		MKT 1110, MKT 1150	3
MKT 3420	Digital Marketing II		MKT 3410	3
				15
Fall Year 4		Courses	Prerequisites	Credit Hours
ELECTIVE	Business Elective			3
MGT 3210	Management Information Systems		ENG 1020, MGT 1010	3
MKT 3110	Consumer Behavior		MKT 1110	3
MKT 3510	Marketing Analytics		BUS 2110, MKT 1110	3
MKT 4010	Marketing Research		BUS 2110, MKT 1110; Co-requisite MKT 3510	3
				15
Spring Year 4		Courses	Prerequisites	Credit Hours
HUM 4010	Philosophy of Ethics		ENG 1020	3
MKT 4110	International Marketing		MKT 1110	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
				15
Program Total				120