



**2020 - 2021
Marketing
4+1 BBA MBA Degree
Academic Plan**

Fall Year 1	Courses	Prerequisite(s)	Credit Hours	
ACC 1010	Principles of Accounting I	Co-requisite: MTH 1010 or MTH 1110	3	15
COM 1010	Composition and Critical Thinking I		3	
MGT 1010	Introduction to Business		3	
MKT 1110	Principles of Marketing		3	
MTH 1010	Quantitative Literacy		3	
Spring Year 1	Courses	Prerequisite(s)	Credit Hours	
ACC 1020	Principles of Accounting II	ACC 1010	3	15
COM 1020	Composition and Critical Thinking II	COM 1010, MTH 1010	3	
ECN 2010	Principles of Macroeconomics		3	
ELECTIVE	General Education Elective		3	
MTH 2750	Statistical Methods	MTH 1010 or MTH 1110	3	
Fall Year 2	Courses	Prerequisite(s)	Credit Hours	
ECN 2110	Principles of Microeconomics		3	15
MGT 2020	Organizational Behavior and Management	COM 1020, MGT 1010	3	
MGT 2110A	Human Resources Management	COM 1020, MGT 1010	3	
MKT 3010	Introduction to Marketing Media Tools and Design	MKT 1110	3	
MKT 3050	Contemporary Trends in Social Media Marketing	Co-requisite: MKT 3010	3	
Spring Year 2	Courses	Prerequisite(s)	Credit Hours	
COM 2150	Advanced Professional Communications	COM 1020	3	15
LAW 2110	Business Law	COM 1020	3	
MGT 2310	Management Information Systems	COM 1020, MGT 1010	3	
PSY 2050	Self and Society	COM 1010, MTH 1010; Co-requisite: COM 1020	3	
WRKBS 2010	Work Experience	ACC 1020, MGT 1010, MKT 1110	3	

Fall Year 3	Courses	Prerequisite(s)	Credit Hours	
ELECTIVE	Scientific Inquiry Elective		3	15
FIN 3010	Principles of Finance	ACC 1020, MTH 1010	3	
MKT 3110	Consumer Behavior	MKT 1110	3	
MKT 3410	Digital Marketing I	COM 1020; MKT 3010	3	
SOC 3050	Personal, Civic, and Global Perspectives	COM 1010, MTH 1010, PSY 2050	3	
Spring Year 3	Courses	Prerequisite(s)	Credit Hours	
BUS 3050	Business Analytics	COM 1010, MGT 1010, MTH 2750	3	15
BUS 6780 MBA	Research and Statistics for Managers	Acceptance into 4+1 Program	3	
HUM 3910	Integrated Seminar	COM 1010, MTH 1010, PSY 2050, SOC 3050	3	
MKT 3210	Sales	COM 1020, MKT 1110	3	
MKT 3420	Digital Marketing II	MKT 3410	3	
Fall Year 4	Courses	Prerequisite(s)	Credit Hours	
BUS 4050	Advanced Business Analytics	BUS 3050	3	15
BUS 6150 MBA	Human Behavior Management of Organizations	BUS 6780	3	
BUS 6300 MBA	Accounting for the Contemporary Manager	BUS 6780	3	
MKT 4010	Marketing Research	BUS 3050, MKT 3110	3	
MKT 4110	International Marketing	MKT 3110	3	
Spring Year 4	Courses	Prerequisite(s)	Credit Hours	
BUS 6400 MBA	The Financial Environment	BUS 6780	3	15
BUS 6500 MBA	The Economic Environment	BUS 6780	3	
MGT 4220	Operations Management	MTH 1010, MGT 2020	3	
MKT 4310	Marketing Strategy and Design	BUS 4050, HUM 3910, MKT 3420, MKT 4010	3	
WRKBS 4010	Work Experience	WRKBS 2010, MGT 2020, Senior Status	3	
Program Total			120	

This 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	Prerequisite(s)	Credit Hours	
BUS 5720	Human Resource Management	BUS 6780	3	12
BUS 6600	The Marketing Environment	BUS 6780	3	
ELECT 6010	Elective	Varies	3	
MIS 5110	Management Information Systems	Varies	3	
Spring Year 5	Courses	Prerequisite(s)	Credit Hours	
BUS 6900	Strategy in a Global Environment	All MBA Business Requirements and major requirement courses	3	9
ELECT 6020	Elective	Varies	3	
ELECT 6030	Elective	Varies	3	
MBA PROGRAM Total			21 (in Year 5) + 15 (in Years 3 and 4) = 36	