



2020 - 2021
Marketing
Bachelor of Business Administration 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	Business Elective: Choose from ACC, BUS, CIS (excluding CIS1010, CIS1030, CIS1050, CIS1090), CS, EN, FIN, HRM, ITS, MGT, MKT, NPMG, SCM, WEB, ECN3010, or PSY2310		3	
ELECTIVE	Business Elective: Choose from ACC, BUS, CIS (excluding CIS1010, CIS1030, CIS1050, CIS1090), CS, EN, FIN, HRM, ITS, MGT, MKT, NPMG, SCM, WEB, ECN3010, or PSY2310		3	
Fall Year 2	Courses	Prerequisite(s)	Credit Hours	
COM 2150	Advanced Professional Communications	COM 1020	3	15
ECN 2110	Principles of Microeconomics		3	
ELECTIVE	Business Elective: Choose from ACC, BUS, CIS (excluding CIS1010, CIS1030, CIS1050, CIS1090), CS, EN, FIN, HRM, ITS, MGT, MKT, NPMG, SCM, WEB, ECN3010, or PSY2310		3	
MGT 2020	Organizational Behavior and Management	COM 1020, MGT 1010	3	
MGT 2110A	Human Resources Management	COM 1020, MGT 1010	3	
Spring Year 2	Courses	Prerequisite(s)	Credit Hours	
LAW 2110	Business Law	COM 1020	3	15
MGT 2310	Management Information Systems	COM 1020, MGT 1010	3	
MTH 2750	Statistical Methods	MTH 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	
FIN 3010	Principles of Finance		ACC 1020, MTH 1010	3	15
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	
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
HUM 3910	Integrated Seminar		COM 1010, MTH 1010, PSY 2050, SOC 3050	3	
MKT 3110	Consumer Behavior		MKT 1110	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
ELECTIVE	Business Elective: Choose from ACC, BUS, CIS (excluding CIS1010, CIS1030, CIS1050, CIS1090), CS, EN, FIN, HRM, ITS, MGT, MKT, NPMG, SCM, WEB, ECN3010, or PSY2310			3	
ELECTIVE	General Education Elective			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	
ELECTIVE	Business Elective: Choose from ACC, BUS, CIS (excluding CIS1010, CIS1030, CIS1050, CIS1090), CS, EN, FIN, HRM, ITS, MGT, MKT, NPMG, SCM, WEB, ECN3010, or PSY2310			3	15
ELECTIVE	Scientific Inquiry Elective			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	