



2021 - 2022
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				
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 (see list below)		3	
ELECTIVE	Business Elective (see list below)		3	
Fall Year 2				
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 (see list below)		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				
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 (see list below)			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 (see list below)			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	

***BUSINESS Electives: Select a course from this list of Business Electives.**

If a course in this Business Elective list is required in your BBA program, it **MUST** be taken as a **REQUIRED** course and you must choose another Business Elective from this list.

ACC 2010	Intermediate Accounting I	ACC 1020
ACC 2210	Taxation I	ACC 1020
ACC 2610A	Managerial Accounting	ACC 1020
ACC 3010	Intermediate Accounting II	ACC 2010
ACC 4710	Forensic Accounting	ACC 3010
BUS 3010	Fundamentals of Project Management	ACC 1020, COM 1020, MGT 1010
BUS 4050	Advanced Business Analytics	BUS 3050
CIS 1110A	Computer Operating Systems and Maintenance	None
CIS 2210	Database Management and Design	CS 1110 or CIS 1110A
CIS 2510	Systems Development Methods	None
COM 2050	Public Speaking	COM 1010
COM 2110	Group Dynamics	None
CS 1110	Introduction to Programming	Co-Requisite: MTH 1010
ECN 3010	International Economics	ECN 2010
EN 2010	Introduction to Entrepreneurship	ACC 1010
FIN 1010	Personal Finance	None
FIN 3150	Risk Management	FIN 3010
FIN 3250	Banking and Financial Institutions	ECN 2010
FIN 3550	Financial Markets	FIN 3010
HRM 3010A	Staffing Human Resources	MGT 2110A
HRM 3110	Compensating Human Resources	MGT 2110A
HRM 3150	Performance Management of Human Resources	MGT 2110A
HRM 3410A	Training & Development	MGT 2110A
MGT 3110A	Change Management	COM 1020, MGT 1010
MGT 3310	Applied Leadership	MGT 2020
MGT 3410A	International Business	MGT 2020
MKT 3010	Introduction to Marketing Media Tools and Design	MKT 1110
MKT 3050	Contemporary Trends in Social Media Marketing	Co-Requisite: MKT 3010
MKT 3110	Consumer Behavior	MKT 1110
MKT 3210	Sales	COM 1020, MKT 1110
MKT 3410	Digital Marketing I	COM 1020, MKT 3010
NPMG 3010	Grant Writing	None
NPMG 3310	Fund Development	None
PSY 2310	Industrial Organizational Psychology	None
WEB 1110	Introduction to HTML	None
WEB 1210	World Wide Web Design	WEB 1110
WEB 1310	Web Development	WEB 1110
WEB 1320	Web Development II	WEB 1310
WEB 2110	Web Scripting	CIS 1110A, WEB 1110
WEB 2210	Interactive Web Design	WEB 2110
WRI 3010	Report Writing	COM 1020