



**2023 - 2024**  
**Marketing**  
**4+1 BBA MBA Degree**  
**Academic Plan**

<b>Fall Year 1</b>	<b>Courses</b>	<b>Prerequisite</b>	<b>Credit Hours</b>	
ACC 1010	Principles of Accounting I		3	<b>15</b>
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	
<b>Spring Year 1</b>	<b>Courses</b>	<b>Prerequisite</b>	<b>Credit Hours</b>	
ACC 1020	Principles of Accounting II	ACC 1010	3	<b>15</b>
COM 1020	Composition and Critical Thinking II	COM 1010, MTH 1010	3	
ECN 2010	Principles of Macroeconomics		3	
ELECTIVE	General Education Elective	Varies	3	
MTH 2750	Statistical Methods	MTH 1010 or MTH 1110	3	
<b>Fall Year 2</b>	<b>Courses</b>	<b>Prerequisite</b>	<b>Credit Hours</b>	
ECN 2110	Principles of Microeconomics		3	<b>15</b>
MGT 2020	Organizational Behavior and Management	COM 1020, MGT 1010	3	
MGT 2150	Human Resources Management	COM 1020, MGT 1010	3	
MKT 2050	Digital Marketing	MKT 1110	3	
MKT 3210A	Personal Selling	COM 1020, MKT 1110	3	
<b>Spring Year 2</b>	<b>Courses</b>	<b>Prerequisite</b>	<b>Credit Hours</b>	
BUS 2010	Business Law	COM 1020	3	<b>15</b>
BUS 2810	Business Ethics and Culture	MGT 2020	3	
COM 2150	Advanced Professional Communications	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	
<b>Fall Year 3</b>	<b>Courses</b>	<b>Prerequisite</b>	<b>Credit Hours</b>	
BUS 3050	Business Analytics	COM 1010, MGT 1010, MTH 2750	3	<b>15</b>
ELECTIVE	Scientific Inquiry Elective		3	
FIN 3010	Principles of Finance	ACC 1020, MTH 1010	3	
MKT 3110	Consumer Behavior	MKT 1110	3	
SOC 3050	Personal, Civic, and Global Perspectives	COM 1010, MTH 1010, PSY 2050	3	

Spring Year 3 Courses		Prerequisite	Credit Hours	
BUS 6780 MBA	Research and Statistics for Managers	Acceptance into 4+1 Program	3	15
HUM 3910	Integrated Seminar	COM 1010, MTH 1010, PSY 2050, SOC 3050	3	
MKT 3150	Web Design and Ecommerce	MKT 2050	3	
MKT 3310	Multichannel Selling	COM 1020, MKT 1110	3	
MKT 4110	International Marketing	MKT 3110	3	
Fall Year 4 Courses		Prerequisite	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 4050	Marketing for Entrepreneurial Ventures	MKT 3150	3	
Spring Year 4 Courses		Prerequisite	Credit Hours	
BUS 4950	Business Work Experience	MGT 2020, Senior Status	3	15
BUS 6400 MBA	The Financial Environment	BUS 6780	3	
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, MKT 4010	3	
<b>Program Total</b>			<b>120</b>	

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	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	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	
<b>MBA PROGRAM Total</b>		<b>21 (in Year 5) + 15 (in Years 3 and 4) = 36</b>		