



2023 - 2024
Marketing
Bachelor of Business Administration Degree
Academic Plan

Fall Year 1	Courses	Prerequisite(s)	Credit Hours	
ACC 1010	Principles of Accounting I		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 (see list below)	Varies	3	
ELECTIVE	Business Elective (see list below)	Varies	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 (see list below)	Varies	3	
MGT 2020	Organizational Behavior and Management	COM 1020, MGT 1010	3	
MGT 2150	Human Resources Management	COM 1020, MGT 1010	3	
Spring Year 2	Courses	Prerequisite(s)	Credit Hours	
BUS 2010	Business Law	COM 1020	3	15
BUS 2810	Business Ethics and Culture	MGT 2020	3	
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	
Fall Year 3	Courses	Prerequisite	Credit Hours	
FIN 3010	Principles of Finance	ACC 1020, MTH 1010	3	15
MKT 2050	Digital Marketing	MKT 1110	3	
MKT 3210A	Personal Selling	COM 1020, MKT 1110	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(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	
ELECTIVE	Business Elective (see list below)	Varies	3	
MKT 3150	Web Design and E-commerce	MKT 2050	3	
MKT 3310	Multichannel Selling	COM 1020, MKT 1110	3	
Fall Year 4 Courses		Prerequisite	Credit Hours	
BUS 4050	Advanced Business Analytics	BUS 3050	3	15
ELECTIVE	General Education Elective	Varies	3	
MKT 4050	Marketing for Entrepreneurial Ventures	MKT 3150	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 4950	Business Work Experience	MGT 2020, Senior Status	3	15
ELECTIVE	Business Elective (see list below)	Varies	3	
ELECTIVE	Scientific Inquiry Elective	Varies	3	
MGT 4220	Operations Management	MTH 1010, MGT 2020	3	
MKT 4310	Marketing Strategy and Design	BUS 4050, MKT 4010	3	
Program Total			120	

***BUSINESS Electives:** We strongly recommend you select Business Elective courses from the following list. In addition, you may choose any other ACC, BUS, FIN, HRM, MGT, MKT, or SCM courses as elective. Course prerequisites must be fulfilled. 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.

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
BUS 4410	Developing Negotiation Skills	MGT 2020
CIS 1110A	Computer Operating Systems and Maintenance	None
CIS 2210	Database Management and Design	CS 1110A or CIS 1110A
CIS 2510	Systems Development Methods	None
COM 2050	Public Speaking	
COM 2110	Group Dynamics	None
CS 1110A	Programming in Python	Co-Requisite: MTH 1010
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 2150
HRM 3110	Compensating Human Resources	MGT 2150
HRM 3150	Performance Management of Human Resources	MGT 2150
HRM 3410A	Training & Development	MGT 2150
HRM 4010	Human Resources and Employment Law	BUS 2010
MGT 3110A	Change Management	COM 1020, MGT 1010
MGT 3310	Applied Leadership	MGT 2020
MGT 3410A	International Business	MGT 2020
MKT 2050	Digital Marketing	MKT 1110
MKT 3110	Consumer Behavior	MKT 1110
MKT 3150	Web Design and E-Commerce	MKT 2050
MKT 3210A	Personal Selling	COM 1020, MKT 1110
MKT 3310	Multichannel Selling	COM 1020, MKT 1110
NPMG 3010	Grant Writing	None
NPMG 3310	Fund Development	None
PSY 1110	General Psychology	None
PSY 2310	Industrial Organizational Psychology	None
SCM 3010	Procurement and Supply Chain Management	COM 1020, MGT 1010
SCM 3210	Manufacturing, Planning and Control	SCM 3010. Co-requisite(s): MTH 2750
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