

Marketing - General Concentration (BSBA) Four-Year Plan

Marketing - Bachelor of Science in Business Administration 2020-21 Four-Year Plan

Freshman

First Term	Hours	Second Term	Hours
ENGL 110C (C or better required)	3	ENGL 211C or ENGL 221C or ENGL 231C (C or better required)	3
MATH 162M (C or better required)	3	MATH 200	3
Language and Culture I (May be waived; see requirement details)	0-3	Language and Culture II (May be waived; see requirement details)	0-3
Nature of Science I	4	Nature of Science II	4
BUSN 110 (C or better required)	1	Interpreting the Past	3
Free Elective*	3		
14-17		13-16	

Sophomore

First Term	Hours	Second Term	Hours
Literature	3	Human Creativity	3
Oral Communication: COMM 101R required	3	Information Literacy and Research	3
PHIL 230E or PHIL 303E or PHIL 344E or PHIL 345E or PHIL 442E	3	ACCT 202	3
ACCT 201 (C or better required)	3	ECON 201S	3
ECON 202S (C or better required)	3	BNAL 206	3
15		15	

Junior

First Term	Hours	Second Term	Hours
BNAL 306	3	OPMT 303	3
FIN 323	3	FIN 331	3
IT 360T	3	ECON 301	3
MGMT 325	3	MKTG 402 (C- or better required)	3
MKTG 311 (C or better required as a prerequisite to upper-level MKTG courses)	3	MKTG 411 (C- or better required)	3

Free Elective*		3	
15		18	
Senior			
First Term	Hours	Second Term	Hours
MGMT 485W (C or better required)	3	MKTG 490 (C- or better required)	3
MKTG 407 (C- or better required)	3	MKTG Major Elective* (C- or better required)	3
MKTG Major Elective* (C- or better required)	3	MKTG Major Elective* (C- or better required)	3
MKTG Major Elective* (C- or better required)	3	200-400 Level Free Elective*	3
Upper Division Education*	3	Upper Division Education*	3
15		15	

Total credit hours: 120-126

*This is a suggested curriculum plan to complete this degree program in four years. Please consult information in this Catalog, Degree Works, and your academic advisor for more specific information on course requirements for this degree.