

MARKETING (BBA)

Program Map

Course	Title	Credit Hours
First Year		
Fall		
ENGL 1101	English Composition I (minimum grade of C)	3
MATH 1111 or MATH 1113	College Algebra (minimum grade of C) or Pre-Calculus	3
AREA D	Non-Lab Science	3
ECON 2106	Principles of Microeconomics (minimum grade of C)	3
BUSA 2100	Introduction to Information Systems in Business (minimum grade of C)	3
Credit Hours		15
Spring		
ENGL 1102	English Composition II (minimum grade of C)	3
AREA D	Math/Science/Technology	3
AREA D	Lab Science	4
Area B2	ITDS 1779 (2), LEAD 1705 (2), PERS 1506 (1; may be repeated with different topic), PERS 1507 (2)	2
BUSA 2115	Introduction to Business (minimum grade of C)	3
By the end of spring, students should have 30 or more hours and have completed Area A requirements		
Credit Hours		15
Second Year		
Fall		
Area B1	COMM 1110 Public Speaking or Foreign Language 1001, 1002, 2001, 2002	3
AREA E	Behavioral Science	3
AREA C	Fine Arts	3
ECON 2105	Principles of Macroeconomics ((minimum grade of C))	3
HIST 2111 or HIST 2112	U. S. History to 1865 or U. S. History since 1865	3
PEDS Elective		1
Credit Hours		16
Spring		
AREA C	Humanities	3
AREA E	World Culture	3
ACCT 2101	Principles of Accounting I (minimum grade of C)	3
POLS 1101	American Government	3
KINS 1106 or PHED 1205	Lifetime Wellness or Concepts of Fitness	2
MKTG 3115	Principles of Marketing (minimum grade of C) (minimum 2.0 GPA)	3

At the end of spring, 63 hours (Areas A-Wellness) should be complete

		Credit Hours	17
Third Year			
Fall			
BUSA 3115	Business Analytics I (minimum 2.0 GPA)	3	
BUSA 3135	International Business (minimum 2.0 GPA)	3	
MISM 3115	Principles of Information Systems Management (minimum 2.0 GPA)	3	
ACCT 2102	Principles of Accounting II (minimum grade of C)	3	
MKTG 3135 or MKTG 3136	Consumer Behavior (minimum 2.0 GPA) or Advertising	3	
		Credit Hours	15
Spring			
BUSA 3116 or MISM 3116	Managerial Decision Making (minimum 2.0 GPA) or Business Analytics II	3	
MGMT 3115	Principles of Management (minimum 2.0 GPA)	3	
MKTG 3135 or MKTG 3136	Consumer Behavior (minimum grade if C) or Advertising	3	
AREA H	Marketing Elective (minimum grade of C)	3	
AREA I	General Elective	3	
		Credit Hours	15
Fourth Year			
Fall			
BUSA 3126	Business Law (minimum 2.0 GPA)	3	
FINC 3105	Principles of Finance (minimum 2.0 GPA)	3	
MKTG 4135	Marketing Research (minimum grade of C)	3	
AREA H	Marketing Elective (minimum grade of C)	3	
AREA I	Business Elective (minimum 2.0 GPA)	3	
		Credit Hours	15
Spring			
BUSA 4185	Strategic Management (minimum grade of C) (minimum 2.0 GPA)	3	
BUSA 4000	Business Professional Exit Requirement (minimum 2.0 GPA)	0	
MKTG 4185	Marketing Management (minimum grade of C)	3	
AREA H	MKTG Elective (minimum grade of C)	3	
AREA I	Business Elective (minimum 2.0 GPA)	3	
AREA I	General Elective	3	
		Credit Hours	15
		Total Credit Hours	123

An overall 2.0 GPA is required for graduation.