

Bachelor of Science in Business

Administration

Marketing Management with a Major in Marketing (BSBA)

Degree Program Guide

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

| Course | Title | Credit Hours |
|--|---|--------------|
| Freshman | | |
| Fall | | |
| ENGL 110C | English Composition (C or better required) | 3 |
| MATH 162M | Precalculus I (C or better required) | 3 |
| Language and Culture I (May be waived; see requirement details) | | 0-3 |
| Nature of Science I | | 4 |
| BUSN 110 | Introduction to Contemporary Business (C or better required) | 1 |
| Free Elective | | 3 |
| Credit Hours | | 14-17 |
| Spring | | |
| ENGL 211C or ENGL 231C | Writing, Rhetoric, and Research (C or better required) or Writing, Rhetoric, and Research: Special Topics | 3 |
| MATH 200 | Calculus for Business and Economics | 3 |
| Language and Culture II (May be waived; see requirement details) | | 0-3 |
| Nature of Science II | | 4 |
| Interpreting the Past | | 3 |
| Credit Hours | | 13-16 |
| Sophomore | | |
| Fall | | |
| Literature | | 3 |
| Oral Communication: COMM 101R required | | 3 |
| Select one of the following: | | 3 |
| PHIL 230E | Introduction to Ethics | |
| PHIL 303E | Business Ethics | |
| PHIL 344E | Environmental Ethics | |
| PHIL 345E | Bioethics | |
| PHIL 355E | Cybersecurity Ethics | |
| PHIL/DASC 357E | Ethics and Data | |
| PHIL 442E | Studies in Applied Ethics | |
| ACCT 201 | Principles of Financial Accounting (C or better required) | 3 |

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|---|---|----------------|
| ECON 202S | Principles of Microeconomics (C or better required) | 3 |
| Credit Hours | | 15 |
| Spring | | |
| Human Creativity | | 3 |
| Information Literacy and Research | | 3 |
| ACCT 202 | Principles of Managerial Accounting | 3 |
| ECON 201S | Principles of Macroeconomics | 3 |
| BNAL 206 | Business Analytics I | 3 |
| Credit Hours | | 15 |
| Junior | | |
| Fall | | |
| MKTG 311 | Marketing Principles and Problems (C or better required as a prerequisite to upper-level MKTG courses) ** | 3 |
| BNAL 306 | Business Analytics II | 3 |
| FIN 323 | Introductory Financial Management | 3 |
| IT 360T | Principles of Information Technology | 3 |
| MGMT 325 | Contemporary Organizations and Management | 3 |
| Credit Hours | | 15 |
| Spring | | |
| OPMT 303 | Operations Management | 3 |
| FIN 331 | Legal Environment of Business | 3 |
| ECON 301 | Managerial Economics | 3 |
| MKTG 402 | Consumer Behavior (C- or better required) | 3 |
| MKTG 411 | Multi-National Marketing (C- or better required) | 3 |
| Free Elective | | 3 |
| Credit Hours | | 18 |
| Senior | | |
| Fall | | |
| MGMT 485W | Business Policy and Strategy (C or better required) | 3 |
| MKTG 407 | Marketing Research (C- or better required) | 3 |
| MKTG Major Elective (C- or better required) | | 3 |
| MKTG Major Elective (C- or better required) | | 3 |
| Upper-Division General Education | | 3 |
| Credit Hours | | 15 |
| Spring | | |
| MKTG 490 | Marketing Policy and Strategy (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 General Education | | 3 |
| Credit Hours | | 15 |
| Total Credit Hours | | 120-126 |

** C or better required as a prerequisite to upper-level MKTG courses.