

Bachelor of Science in Business

Administration

Marketing Management with a Major in Marketing Insights & Innovation (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 or MKTG 200R 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
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
ECON 301	Managerial Economics	3
IT 360T	Principles of Information Technology	3
MGMT 325	Contemporary Organizations and Management	3
Credit Hours		18
Spring		
OPMT 303	Operations Management	3
FIN 331	Legal Environment of Business	3
MKTG 317	New Product Planning and Commercialization (C- or better required)	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		
MKTG 319	Artificial Intelligence (AI) in Digital Marketing Management (C- or better required)	3
MGMT 485W	Business Policy and Strategy (C or better required)	3
MKTG 407	Marketing Research (C- or better required)	3
MKTG 460 or MKTG 475	Web Analytics (C- or better required) or Marketing Insights	3
Select one of the following: (C- or better required)		3
BNAL 405	Spreadsheet-Based Data Analysis for Decision Making	
BNAL 415	Advanced Business Analytics/Big Data Applications	
IT 450	Database Concepts	

MKTG 367	Cooperative Education	
MKTG 318	AI in Business: Foundations and Applications	
MKTG 368	Marketing Internship	
MKTG 369	Practicum	
MKTG 460	Web Analytics (if not already taken)	
MKTG 475	Marketing Insights (if not already taken)	
MKTG 496	Selected Topics in Marketing	
Credit Hours		15
Spring		
MKTG 490	Marketing Policy and Strategy (C- or better required)	3
200-400 Level Free Elective		3
Upper-Division General Education		3
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Credit Hours		12
Total Credit Hours		120-126

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