

BBA IN MARKETING PLAN OF STUDY

This is the suggested plan of study to graduate in four years with a Bachelor of Business Administration in Marketing. This plan assumes the student has not taken three years of foreign language in high school.

Please [consult the online course catalog](#) for course descriptions.

YEAR ONE

| Fall | Credit | Spring | Credit |
|--|-----------|--|-----------|
| +ENGL 101 Composition | 3 | MGMT 210 Principles of Management | 3 |
| STBE 137 Qualitative Reasoning in Business | 3 | +ECON 202 Principles of Microeconomics | 3 |
| +THEO 100/200 course | 3 | +PHIL 100/200 course | 3 |
| MKTG 209 Principles of Marketing | 3 | +COMM 203 Interpersonal Communication | 3 |
| +Humanities - 1st Course | 3 | +Foreign Language 101 | 3 |
| Elective: New Student Seminar | 1 | +IL 101 Info Lit | 1 |
| Total Credits | 16 | Total Credits | 16 |

YEAR TWO

| Fall | Credit | Spring | Credit |
|---------------------------------------|---------------|--|---------------|
| MKTG Elective 1 | 3 | ACCT 202 Managerial Accounting | 3 |
| ACCT 201 Financial Accounting | 3 | FNCE 300 Principles of Finance | 3 |
| ECON 201 Principles of Macroeconomics | 3 | BUS 201 Legal Environment of Business | 3 |
| +Foreign Language 102 | 3 | STBE 237 Statistics for Business and Economics | 3 |
| MKTG 319 Consumer Behavior | 3 | MKTG 349 Int'l Marketing | 3 |
| BUS 200 Life Design | 1 | +KIN 149 Wellness Concepts | 1 |
| Total Credits | 16 | Total Credits | 16 |

YEAR THREE

| Fall | Credit | Spring | Credit |
|-----------------------------|---------------|--------------------------|---------------|
| MKTG 369 Marketing Research | 3 | Study Abroad | |
| +Social Science | 3 | +Humanities - 2nd Course | 3 |
| +Natural Science Gen Ed | 3 | +THEO/PHIL elective | 3 |
| +Creative Arts | 3 | MKTG elective 2 | 3 |
| Elective 1 | 3 | Elective 2 | 3 |
| Total Credits | 15 | Total Credits | 12 |

YEAR FOUR

| Fall | Credit | Spring | Credit |
|-----------------------------|---------------|---------------------------------------|---------------|
| +PHIL 305 Business Ethics | 3 | WI-MGMT 449 Strategic Mgmt and Policy | 3 |
| MKTG 499 Marketing Strategy | 3 | Electives 6, 7 & 8 | 9 |
| Electives 4 & 5 | 6 | +KIN Activity | 1 |
| WI Elective 3 | 3 | MKTG 399 Internship | |
| Total Credits | 15 | Total Credits | 13 |

WI=Writing Intensive

+ Satisfies General Education Requirement