

| <b>BBA Business Administration 2019-2020 Marketing Concentration</b> |  |   |     |
|--|--|---|-----|
| Semester 1- Fall<br>(Freshman)                                       | ENGL 1301 Composition I  | University Core 010 (1 of 2)                              | 3   |
|  | HIST 1301 United States History I  | University Core 060 (1 of 2)                              | 3   |
|  | IS 1100 (if FTIC)  |   | 1   |
|  | Math 1342 Elementary Statistics  | University Core 020 (1 of 1) &<br>Business Intro (1 of 6) | 3   |
|  | Creative Arts (Arts 1301, 1304, DRAM 1310, ENGL 2321, 2326, 2331, MUSI 1306) | University Core 050 (1 of 1)                              | 3   |
|  | Social and Behavioral Sciences<br>ECON 2301 Principles of Macroeconomics     | University Core 080 (1 of 1) &<br>Business Intro (2 of 6) | 3   |
|  |  |   | 16  |
| Semester 2- Spring<br>(Freshman)                                     | ENGL 1302 Composition II   | University Core 090 (1 of 2)                              | 3   |
|  | HIST 1302 United States History II   | University Core 060 (2 of 2)                              | 3   |
|  | Select a Language, Philosophy, and Culture                                   | University Core 040 (1 of 1)                              | 3   |
|  | SPCH 1315 Public Speaking  | University Core 010 (2 of 2)                              | 3   |
|  | ECON 2302 Principles of Microeconomics                                       | Business Intro (3 of 6)                                   | 3   |
|  |  |   | 15  |
| Semester 3- Fall<br>(Sophomore)                                      | Select a Life and Physical Science   | University Core 030 (1 of 2)                              | 3-4 |
|  | GOVT 2301 American Government I  | University Core 070 (1 of 2)                              | 3   |
|  | ACCT 2301 Principles of Accounting I   | Business Intro (4 of 6)                                   | 3   |
|  | Component Area Option Class  | University Core 090 (2 of 2)                              | 3   |
|  | Select one from SCM 304, MIS 310, or MGT 446                                 | MKT Concentration (1 of 6)                                | 3   |
|  |  |   | 15  |
| Semester 4- Spring<br>(Sophomore)                                    | Select a Life and Physical Science   | University Core 030 (2 of 2)                              | 3-4 |
|  | GOVT 2302 American Government II   | University Core 070 (2 of 2)                              | 3   |
|  | ACCT 2302 Principles of Accounting II  | Business Intro (5 of 6)                                   | 3   |
|  | BUSI 2301 Business Law   | Business Intro (6 of 6)                                   | 3   |
|  | FIN 354 Financial Management   | Business Core (1 of 10)                                   | 3   |
|  |  |   | 15  |
| Semester 5- Fall<br>(Junior)   | MKT 363 Marketing  | Business Core (2 of 10)                                   | 3   |
|  | MGT 395 Principles of Management   | Business Core (3 of 10)                                   | 3   |
|  | GBUS 310 Business Communications   | Business Core (4 of 10)                                   | 3   |
|  | SCM/MGT 324 Business Data Analytics I  | Business Core (5 of 10)                                   | 3   |
|  | Business Elective  | Business Elective (1 of 6)                                | 3   |
|  |  |   | 15  |
| Semester 6- Spring<br>(Junior)                                       | MGT 465 Production and Operations Management                                 | Business Core (* of 10)                                   | 3   |
|  | MKT 366 Marketing Promotion  | MKT Concentration (2 of 6)                                | 3   |
|  | MIS 360 Essentials of MIS  | Business Core (7 of 10)                                   | 3   |
|  | Business Elective  | Business Elective (2 of 6)                                | 3   |
|  | Business Elective  | Business Elective (3 of 6)                                | 3   |
|  |  |   | 15  |
| Semester 7- Fall<br>(Senior)   | GBUS 440 International Business  | Business Core (8 of 10)                                   | 3   |
|  | GBUS 452 Business Ethics for non-Accounting majors                           | Business Core (9 of 10)                                   | 3   |
|  | MKT 445 Retailing  | MKT Concentration (3 of 6)                                | 3   |
|  | MKT 467 Consumer Behavior  | MKT Concentration (4 of 6)                                | 3   |
|  | Business Elective  | Business Elective (4 of 6)                                | 3   |
|  |  |   | 15  |
| Semester 8- Spring<br>(Senior)                                       | MGT 439 Business Strategy and Policy   | Business Core (10 of 10)                                  | 3   |
|  | MKT 465 Sales Management   | MKT Concentration (5 of 6)                                | 3   |
|  | Business Elective  | Business Elective (5 of 6)                                | 3   |
|  | Business Elective  | Business Elective (6 of 6)                                | 3   |
|  | Select one from SCM 304, MIS 310, or MGT 446                                 | MKT Concentration (6 of 6)                                | 3   |
|  |  |   | 15  |