

Program Degree Type and Name: **BS in Business Administration with Specialization in Marketing** Catalog Year: **2017-2018**

Program Level: **Undergraduate** Academic Term Type: **Semester**

*\* Denote core course with an asterisk and (cc) next to the course number*

Year and Term: Year 1 Fall Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
ENGL 111: Written English and Lit. Studies I	3	x		
MATH 116: College Algebra	3	x		
MATH/CISC 120: Intro to Computers	3	x		
ECON 210: Business Report Writing	3	x		
Gen Ed or ENGL 110	3	x		
<b>Term Credit Total:</b>	15	12	3	
Year and Term: Year 2 Fall Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
ACCT 121: Intro to Management Accounting	3		x	
ECON 220: Macro-Economics	3	x		
MGMT 340: Organizational Behavior	3		x	
FINC 235: Financial Management	3		x	
SPCM 110: Oral Communication	3	x		
<b>Term Credit Total:</b>	15	6	9	
Year and Term: Year 3 Fall Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
INBU 250: International Business	3		x	
BLAW 240: Business Law I	3		x	
Major Elective	3		x	
JRSM 301: Junior Seminar	3	x		
Gen Ed	3	x		
<b>Term credit total:</b>	15	6	9	
Year and Term: Year 4 Fall Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
Major Elective	3		x	
MKTG 450: Applied Research Analysis in Marketing	3		x	
Gen Ed	3	x		
Gen Ed	3	x		
Open Elective	3			x
<b>Term Credit Total:</b>	15	6	6	3

Year and Term: Year 1 Spring Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
ENGL 112: Written English and Lit. Studies II	3	x		
MGMT 225: Principles of Management	3		x	
MKTG 220: Principles of Marketing	3		x	
ACCT 120: Intro to Financial Accounting	3		x	
CINQ 101: Critical Inquiry	3	x		
<b>Term Credit Total:</b>	15	9	6	
Year and Term: Year 2 Spring Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
ECON 125: Statistical Applications for Bus.	3	x		
ECON 221: Micro-Economics	3	x		
ECON 230: Ethics: The Corporate Community in Socie	3	x		
MGMT 255: Information Systems for Mgmt.	3		x	
Gen Ed	3	x		
<b>Term Credit Total:</b>	15	12	3	
Year and Term: Year 3 Spring Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
Major Elective	3		x	
Major Elective	3		x	
Gen Ed	3	x		
Gen Ed	3	x		
Open Elective	3			x
<b>Term Credit Total:</b>	15	6	6	3
Year and Term: Year 4 Spring Term				
Course Number & Title	Credits Per Classification			
	CR	GE	Maj	OE
*MGMT 460: Strategic Management (cc)	3		x	
Gen Ed	3	x		
Open Elective	3			x
Open Elective	3			x
Open Elective	3			x
<b>Term Credit Total:</b>	15	3	3	9

Program Totals

Credits: 120 General Education: 60 Major & Major Elective: 45 Open Elective: 15

Legend: CR: Credits GE: General Education Maj: Major / Major Elective OE: Open Elective SM: Success Marker Co/Prerequisite(s): List of co/ prerequisites for noted course