

Program Degree Type and Name: **BS in Business Administration with Specialization in Marketing**Catalog Year: **2018-2019**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		Credits Per Classification		
Course Number & Title	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 or MATH/CISC	3	x		
ECON 210: Business Report Writing	3	x		
Gen Ed or ENGL 110	3	x		
Term Credit Total:	15	15	0	
Year and Term: Year 2 Fall Term		Credits Per Classification		
Course Number & Title	CR	GE	Maj	OE
ACCT 121: Intro to Management Accounting	3		x	
ECON 220: Macro-Economics	3	x		
MGMT 340: Organizational Behavior or ANLC 250: I	3		x	
MKTG 220: Principles of Marketing	3		x	
SPCM 110: Oral Communication	3	x		
Term Credit Total:	15	6	9	
Year and Term: Year 3 Fall Term		Credits Per Classification		
Course Number & Title	CR	GE	Maj	OE
INBU 250: International Business	3		x	
ECON 125: Statistical Applications for Bus.	3	x		
Specialization Elective	3		x	
JRSM 301: Junior Seminar	3	x		
Gen Ed	3	x		
Term credit total:	15	9	6	
Year and Term: Year 4 Fall Term		Credits Per Classification		
Course Number & Title	CR	GE	Maj	OE
Specialization Elective	3		x	
MKTG 450: Applied Research Analysis in	3		x	
Gen Ed	3	x		
Gen Ed	3	x		
Open Elective	3			x
Term Credit Total:	15	6	6	3

Year and Term: Year 1 Spring Term		Credits Per Classification		
Course Number & Title	CR	GE	Maj	OE
ENGL 112: Written English and Lit. Studies II	3	x		
MGMT 225: Principles of Management	3		x	
MGMT 255: Information Systems for Mgmt. or ACCT 261 Co	3		x	
ACCT 120: Intro to Financial Accounting	3		x	
CINQ 101: Critical Inquiry	3	x		
Term Credit Total:	15	6	9	
Year and Term: Year 2 Spring Term		Credits Per Classification		
Course Number & Title	CR	GE	Maj	OE
BLAW 240: Business Law I or ENTR 250: Social Entrepreneuru	3		x	
ECON 221: Micro-Economics	3	x		
ECON 230: Ethics: The Corporate Community in Society	3	x		
FINC 235: Financial Management	3		x	
Gen Ed	3	x		
Term Credit Total:	15	9	6	
Year and Term: Year 3 Spring Term		Credits Per Classification		
Course Number & Title	CR	GE	Maj	OE
Specialization Elective	3		x	
Specialization Elective	3		x	
Gen Ed	3	x		
Gen Ed	3	x		
Open Elective	3			x
Term Credit Total:	15	6	6	3
Year and Term: Year 4 Spring Term		Credits Per Classification		
Course Number & Title	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
Term Credit Total:	15	3	3	9

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