

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 | | | | |
|--|----------------------------|----|-----|----|
| 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 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 | | | | |
| 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 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 | | | | |
| Course Number & Title | Credits Per Classification | | | |
| | 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 | | | | |
| Course Number & Title | Credits Per Classification | | | |
| | 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 | | | | |
|---|----------------------------|----|-----|----|
| 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 | |
| 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 | | | | |
| Course Number & Title | Credits Per Classification | | | |
| | CR | GE | Maj | OE |
| BLAW 240: Business Law I or ENTR 250: Social Entrepreneur | 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 | | | | |
| Course Number & Title | Credits Per Classification | | | |
| | 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 | | | | |
| 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 |
| | | | | |
| | | | | |
| Term Credit Total: | 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