

Program Degree Type and Name: **BS in Business Administration with Specialization in Marketing**

Catalog Year: **2021-2022**

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	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
ENGL 111: Written English and Lit. Studies I	3	x					ENGL 112: Written English and Lit. Studies II	3	x				ENGL 111
MATH 116: College Algebra	3	x					MGMT 225: Principles of Management	3		x			
MATH/CISC 120: Intro to Computers or	3	x					MGMT 255: Information Systems for Mgmt. or ACCT 261	3		x			
ECON 210: Business Presentations and Personal Branding	3		x				ACCT 120: Intro to Financial Accounting	3		x			MATH 116 or higher
Gen Ed or ENGL 110	3	x				ENGL 111 if placed in ENGL 110	CINQ 101: Critical Inquiry	3	x				
Term Credit Total:	15	12	3				Term Credit Total:	15	6	9			
Year and Term: Year 2 Fall Term							Credits Per Classification						
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
ACCT 121: Intro to Management Accounting	3		x			ACCT 120	BLAW 240: Business Law I or ENTR 250: Social Entrepreneurship	3		x			
ECON 220: Macro-Economics	3	x					ECON 221: Micro-Economics	3	x				
MGMT 340: Organizational Behavior or ANLC 250: Intro to Data Analytics	3		x			MGMT 225 or ACCT 261/MGMT 255	ECON 230: Ethics in the Global Community	3	x				
MKTG 220: Principles of Marketing	3		x				FINC 235: Financial Management	3		x			ACCT 120
COMM: Oral Communication	3	x					Gen Ed	3	x				
Term Credit Total:	15	6	9				Term Credit Total:	15	9	6			
Year and Term: Year 3 Fall Term							Credits Per Classification						
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
INBU 250: International Business	3		x				Specialization Elective	3		x			
ECON 125: Statistical Applications for Economic Decision Making	3	x				MATH 116 or higher	Specialization Elective	3		x			
Specialization Elective	3		x				Gen Ed	3	x				
JRSM 301: Junior Seminar	3	x				ENGL 112; COMM 110; MATH	Gen Ed	3	x				
Gen Ed	3	x					Open Elective	3			x		
Term credit total:	15	9	6				Term Credit Total:	15	6	6	3		
Year and Term: Year 4 Fall Term							Credits Per Classification						
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
Specialization Elective	3		x				*MGMT 460: Strategic Management (cc)	3		x			FINC/INBU/MGMT/MKTG/SPMG
MKTG 450: Applied Research Analysis in Marketing	3		x			ENGL 112, 3 MKTG courses	Gen Ed	3	x				
Gen Ed	3	x					Gen Ed	3	x				
Gen Ed	3	x					Open Elective	3			x		
Open Elective	3			x			Open Elective	3			x		
Term Credit Total:	15	6	6	3			Term Credit Total:	15	6	3	6		
Program Totals							Program Totals						
Credits: 120							Credits: 120						
General Education: 60							General Education: 60						
Major & Major Elective: 48							Major & Major Elective: 48						
Open Elective: 12							Open Elective: 12						

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