

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

Catalog Year: **2023-2024**

Program Level: **Undergraduate**

Academic Term Type: **Semester**

Gateway: **ECON 210, MGMT 225, FINC 235, BLAW 240, MGMT 255**

**\* 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)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)					
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 131: Foundations of Computing I	3	x															
ECON 210: Business Presentations and Personal Branding	3		x														
Gen Ed or ENGL 110	3	x				ENGL 111 if placed in ENGL 110											
<b>Term Credit Total:</b>							15	12	3								
Year and Term: Year 2 Fall Term							Credits Per Classification										
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)					
ACCT 121: Intro to Management Accounting	3		x			ACCT 120											
ECON 220: Macro-Economics	3	x															
MGMT 340: Organizational Behavior or ANLC 250: Intro to Data Analytics	3		x			MGMT 225 or ACCT 261/MGMT 255											
MKTG 220: Principles of Marketing	3		x														
COMM: Oral Communication	3	x															
<b>Term Credit Total:</b>							15	6	9								
Year and Term: Year 3 Fall Term							Credits Per Classification										
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)					
INBU 250: International Business	3		x														
ECON 125: Statistical Applications for Economic Decision Making	3	x				MATH 116 or higher											
Specialization Elective	3		x														
JRSM 301: Junior Seminar	3	x				ENGL 112; COMM 110; MATH											
Gen Ed	3	x															
<b>Term credit total:</b>							15	9	6								
Year and Term: Year 4 Fall Term							Credits Per Classification										
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)					
Specialization Elective	3		x														
MKTG 450: Applied Research Analysis in Marketing	3		x			ENGL 112, 3 MKTG courses											
Gen Ed	3	x															
Gen Ed	3	x															
Open Elective	3			x													
<b>Term Credit Total:</b>							15	6	6	3							
<b>Program Totals</b>							Credits: 120		General Education: 60			Major & Major Elective: 48			Open Elective: 12		

Year and Term: Year 1 Spring Term							Credits Per Classification						
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	
ENGL 112: Written English and Lit. Studies II	3	x				ENGL 111							
MGMT 225: Principles of Management	3		x										
MGMT 255: Information Systems for Mgmt. or ACCT 261 Computer Applications for Accou	3			x									
ACCT 120: Intro to Financial Accounting	3			x		MATH 116 or higher							
CINQ 101: Critical Inquiry	3	x											
<b>Term Credit Total:</b>							15	6	9				
Year and Term: Year 2 Spring Term							Credits Per Classification						
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	
BLAW 240: Business Law I or ENTR 250: Social Entrepreneurship	3		x										
ECON 221: Micro-Economics	3	x											
ECON 230: Ethics in the Global Community	3	x											
FINC 235: Financial Management	3		x			ACCT 120							
Gen Ed	3	x											
<b>Term Credit Total:</b>							15	9	6				
Year and Term: Year 3 Spring Term							Credits Per Classification						
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	
Specialization Elective	3		x										
Specialization 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							Credits Per Classification						
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	
*MGMT 460: Strategic Management (cc)	3		x			FINC/INBU/MGMT/MKTG/SPMG 450							
Gen Ed	3	x											
Gen Ed	3	x											
Open Elective	3			x									
Open Elective	3			x									
<b>Term Credit Total:</b>							15	6	3	6			

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

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