

BACHELOR OF BUSINESS ADMINISTRATION-MARKETING
8 Semester Program Planning Sheet

Freshman Year

Semester 1			Semester 2		
Course	Title	Credit Hours	Course	Title	Credit Hours
ENGL 1013	COMPOSITION I	3	ENGL 1023	COMPOSTION II	3
	MATHEMATICS REQUIREMENT	3	CIS 2223	MICROCOMPUTER APPLICATIONS	3
	SOCIAL SCIENCE REQUIREMENTS	3		FINE ARTS REQUIREMENT	3
	COMMUNICATION REQUIREMENT	3		SCIENCE REQUIREMENT W/LAB	4
	ELECTIVE	3		SOCIAL SCIENCE REQUIREMENTS	3
		15			16

Sophomore Year

Semester 3			Semester 4		
ACCT 2213	PRINCIPLES OF FINANCIAL ACCOUNTING	3	ACCT 2223	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
ECON 2213	PRINCIPLES OF MICROECONOMICS	3	ECON 2203	PRINCIPLES OF MACROECONOMICS	3
	HUMANITIES REQUIREMENT	3	ECON 2113	BUSINESS STATISTICS I	3
	U.S. HISTORY OR U.S. GOVERNMENT	3	MKT 3403	PRINCIPLES OF MARKETING	3
	ELECTIVES	3		SCIENCE REQUIREMENT W/LAB	4
		15			16

Junior Year

Semester 5			Semester 6		
GB 2533	LEGAL ENVIRONMENT OF BUSINESS	3	MGMT 4643	PRODUCTION/ OPERATIONS MANAGEMENT	3
GB 3233	BUSINESS STATISTICS II	3	FIN 3473	PRINCIPLES OF FINANCE	3
MKT 3463	CONSUMER BEHAVIOR	3	MGMT 4613	MANAGEMENT INFORMATION SYSTEMS	3
GB 2043	BUSINESS COMMUNICATIONS	3	MKT 3453 or marketing elective	MARKETING COMMUNICATIONS OR MARKETING ELECTIVE	3
MGMT 3473	PRINCIPLES OF MANAGEMENT	3		ELECTIVE	3
		15			15

Senior Year

Semester 7			Semester 8		
MKT 4623	MARKETING RESEARCH	3	MGMT 4653	STRATEGIC MANAGEMENT	3
GB 3353	INTERNATIONAL BUSINESS	3	MGMT 4663	MARKETING MANAGEMENT	3
GB 3493	BUSINESS ETHICS	3		ELECTIVE	3
MKT 3483 or marketing elective	CHANNELS OF DISTRIBUTION OR MARKETING ELECTIVE	3		NON-BUSINESS ELECTIVES	4
	ELECTIVE	3			
		15			13
				Total Hours	120