

MARKETING (B.B.A.)

Curriculum Map

Course	Title	Hours
Freshman		
Fall		
BIZ 101	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 104 or ENG 103 or ENG 111	COMPOSITION I or English Composition I with Co-requisite Support or COMPOSITION & LITERATURE FOR L	3
MATH 111	COLLEGE ALGEBRA	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Social & Behavioral Science Option		3
Hours		16
Spring		
BIZ 102	UNIVERSITY SUCCESS FOR BUS MAJ	1
ENG 105 or ENG 112	COMPOSITION II or COMPOSITION	3
MATH 221	CALCULUS I INDUST OR BUS	3
Humanities & Fine Arts Option		3
Natural Science Option		3
Pathway Option		3
Hours		16
Sophomore		
Fall		
ACC 211	PRINCIPLES OF FINANCIAL ACCTNG	3
BIZ 201	INTRODUCTION TO BUSINESS	3
ECO 211	PRINCIPLES OF MACROECONOMICS	3
Humanities & Fine Arts Option		3
Pathway Option		3
Hours		15
Spring		
ACC 212	PRINCIPLES OF MANGERIAL ACCTNG	3
ECO 212	PRINCIPLES OF MICROECONOMICS	3
GB 201	INTRO TO LEGAL ASPECTS OF BUSI	3
MNGT 351	MNGT INFORMATION SYSMS AND APP	3
UNIV 200	CIVIC ENGAGEMENT	1
Pathway Option		3
Hours		16
Junior		
Fall		
BIZ 350	BUSINESS COMMUNICATIONS	3
ECO 256	BUSINESS STATISTICS I	3
MNGT 330	MANAGEMENT TO ORGANIZATIONS	3
MKT 351	MARKETING MANAGEMENT	3
Any International Business Course ¹		3
Hours		15
Spring		
ECO 356	BUSINESS STATISTICS II	3
FIN 320	BUSINESS FINANCE	3
MNGT 334	SUPPLY CHAIN MANAGEMENT	3
MNGT 482	BUSINESS ETHICS	3
MKT 432	ADVERTISING	3
Hours		15
Senior		
Fall		
MKT 436	RETAIL MGNT & MERCHANDNG	3
MKT 438	MARKET RESEARCH	3
MKT 440	CONSUMER BEHAVIOR	3

MKT 450	PERSONAL SELLING	3
GB 463	Business Analytics	3
Hours		15
Spring		
MKT 448	MARKETING CHANNELS	3
MKT 462	MKT POLICIES & STRATEGY	3
MKT 466	INTERNATIONAL MARKETING	3
MNGT 458	STRATEGIC MANAGEMENT	3
Hours		12
Total Hours		120

¹ Not already required for the major.

Notes:

- Candidates that transfer 12 or more hours of college credit are exempt from BIZ 101 UNIVERSITY SUCCESS FOR BUS MAJ and BIZ 102 UNIVERSITY SUCCESS FOR BUS MAJ; however, the student must take 2 hours of non-business electives to replace the BIZ courses.
- Online Graduation Clearance (**to be completed during the graduating semester only**).