



BUSINESS ADMINISTRATION

Sample Course of Study: Marketing Concentration

Freshman Year

Fall		Cr Hr
ENGL B101	Composition and Rhetoric	3
	Foreign Lang #1	3
	Science w/Lab	4
	Art/History	3
UNIV B101	Student in the University	3
	Hours earned	16

Spring		Cr Hr
ENGL B102	Composition and Literature	3
	Foreign Lang #2	3
	Science w/o Lab	3
MATH B111	College Algebra	3
	Art/History	3
	Hours earned	15
	Total Hours	31

Sophomore Year

Fall		Cr Hr
COMM B140	Public Communication	3
STAT B201	Elementary Statistics	3
ECON	Micro 221 OR Macro 222	3
MGSC B290	Computer Info Systems	3
ACCT B225	Fundamentals ACCT I	3
	Hours earned	15

Spring		Cr Hr
	Global Citizenship	3
MATH B122	Calculus for Business	3
ECON	Micro 221 OR Macro 222	3
	Liberal Arts elective	3
ACCT B226	Fundamentals ACCT II	3
	Hours earned	15
	Total Hours	61

Junior Year – MARKETING concentration

Fall		Cr Hr
MGMT B371	Principles of Management	3
BADM B363	Business Finance	3
BADM B345	Business Communications	3
MKTG B350	Principles of Marketing	3
MGSC B390	Management Info Sys	3
	Hours earned	15

Spring		Cr Hr
BADM B396	Business Research Methods	3
BADM B324	Commercial Law	3
	International class	3
MKTG B453	Sales Management	3
	Upper-level Elective	3
	Hours earned	15
	Total Hours	91

Senior Year – MARKETING concentration

Fall		Cr Hr
MKTG B352	Intro Marketing Research	3
MKTG B455	Consumer Behavior	3
BADM B379	Business Ethics	3
	Upper-level Elective	3
	General Elective	3
	Hours earned	15

Spring		Cr Hr
MKTG B454	Mktg Comm and Strategy	3
MKTG B465	Mktg Strat and Planning	3
MGMT B478	Strategic Management	3
	Upper-level Elective	3
	General Elective	3
	Hours earned	15
	Total Hours	121