

FOR STUDENTS USING THE 2015-2016 BULLETIN AS THEIR CATALOG OF RECORD

MAJOR: B.S.B.A. in Marketing (B.S.B.A. MKT)

This Academic Plan demonstrates how a student can complete the major in 4 years.

Specific individual plans vary by student choices and options as developed with an advisor.

Student's NAME: _____ Catalog YR: 2015-2016 ID# _____

Ref. Code	COURSE	CREDITS	Ref. Code	COURSE	CREDITS
FRESHMAN - FALL			FRESHMAN - SPRING		
GE	EXP 1101: President's Seminar	1	W/GE	FYS1000 or ENG1103	4
W/GE	ENG 1103 or FYS 1000	4	GE/Q	GE (or MTH 1310 or 1410)	4
GE	General Education	4	GE	General Education	4
Q/GE	MTH 1310 or 1410 (or GE)	4	GE	PEC Activity (or fall)	1
GE	PEC Activity (or spring)	1	GE	General Education	4
GE	General Education	4			
TOTAL		17 or 18			16 or 17

GENERAL EDUCATION REQUIREMENTS (GE): First-year students complete EXP1101, FYS1000, and ENG1103 and may choose to complete a PEC Activity, a Foreign Language at 1020 or higher level, math, and other GE courses selected from history, religion, natural science, and/or performing/visual arts. Course selection based on placement. 1000-level courses are typically freshman courses.

SOPHOMORE - FALL			SOPHOMORE - SPRING		
BUA	ACC 2010 Financial Accounting	4	BUA	ACC 2020 Managerial Acct.	4
S/BUA	ECO 2030 Macroeconomics	4	S/BUA	ECO 2050 Microeconomics	4
BUA	MKT 2110 or MGT 2220	4	BUA	MKT 2110 or MGT 2220	4
BUA	BUA 2990 or STS 2610	4	BUA	BUA 2990 or STS 2610	4
TOTAL		16			16

By the end of the second year, GE courses in ethics, English literature, and 2 in the social sciences plus other GE courses not yet completed should be planned. 2000-level courses are typically considered by sophomore students.

JUNIOR - FALL			JUNIOR - SPRING		
GE/GS	GE or Global Business	4	GE/GS	Global Business or GE	4
BUA	FIN 3010 or MGT 3280	4	GE	General Education	4
MKT	MKT 3180, 3200, 3300, or 4100	4	BUA	FIN 3010 or MGT 3280	4
	Elective	4	MKT	MKT 3600 Sales in Dynamic...	4
TOTAL		16			16

All GE courses including a Global Studies course are normally completed by the end of the third year. If planning to Study Abroad or complete an internship in the JR or SR year, course selection needs to be planned accordingly in advance with an advisor in the major. 3000-level courses are typically planned for junior-level students.

SENIOR - FALL			SENIOR - SPRING		
GE	GE or Elective	4	GE	Gen Education or Elective	4
GE	3000 Level Maturity	4		Elective (at least 2 credits)	2
MKT	MKT 3750 International Mkt.	4	MKT	MKT 3180,3200,3300,or 4100	4
MKT	MKT 3180, 3200, 3300, or 4100	4	MKT	MKT 4400 Mkt. Management	4
TOTAL		16			14

TOTAL CREDITS NEEDED FOR GRADUATION = 128

Reference Codes: Refer to Undergraduate Bulletin and the Schedule of Classes

Ref. Codes/MAJOR: MKT

NOTE 1: This plan of study should be used in conjunction with your Undergraduate Bulletin.

NOTE 2: Elective credits can be used to take courses of interest or complete a minor.