



MARKETING (BBA)

2012-2013 RECOMMENDED PROGRAM SEQUENCE (Full-time)

120 CREDITS

MKTG
BBA

FRESHMAN YEAR

Fall Semester		(15 credits)	Winter Semester		(15 credits)
BUSN120	Introduction to Business	3	BITS211	Microcomputer Applications: Spreadsheet	3
CISP112	Applied Information Technology	3	COMM120	Presentation Techniques	3
ENGL109	Composition	3	ENGL110	Advanced Composition	3
FRSM100	Career and Education Seminar	3	MKTG211	Marketing Foundations	3
MATH125	Intermediate Algebra	3		Social Science Elective	3

SOPHOMORE YEAR

Fall Semester		(16 credits)	Winter Semester		(16 credits)
ACCT201	Accounting Foundations I	4	ACCT202	Accounting Foundations II	4
MGMT211	Management Foundations	3	BUSN225	International Business	3
MKTG212	Professional Selling	3	LEGL210	Business Law Foundations	3
SOSC201	Diversity in Society	3	MKTG213	Advertising Foundations	3
	Humanities Elective	3	STAT220	Introduction to Statistics	3

JUNIOR YEAR

Fall Semester		(15 credits)	Winter Semester		(12 credits)
ECON200	Microeconomics	3	BUSN210	Professional Ethics	3
ENGL311	Professional Writing	3	ECON201	Macroeconomics	3
FINC211	Corporate Finance	3	ENVS125	Introduction to Environmental Studies	3
GPMT350	Principles of Project Management	3	MKTG421	International Marketing	3
MKTG310	Consumer Behavior	3			

SENIOR YEAR

Fall Semester		(15 credits)	Winter Semester		(13 credits)
MKTG412	Marketing Research	3	BUSN488T	BBA Major Field Test	0
MKTG430	New Product Development and Innovation	3	MKTG441	Strategic Marketing	4
	MKTG Elective(s) or MKTG Specialty Course(s)	6		MKTG Elective(s) or MKTG Specialty Course(s)	6-9
	Open Elective	3		Open Elective(s)	3-6