



# **MARKETING (BBA)**

2014-2015 RECOMMENDED PROGRAM SEQUENCE (Full-time)

**120 CREDITS**

MKTG  
BBA

## **FRESHMAN YEAR**

<u>Fall Semester</u>			<u>Winter Semester</u>		
(15 credits)			(15 credits)		
ACES100	Achieving Career and Education Success	3	BITS211	Microcomputer Applications: Spreadsheet	3
BUSN120	Introduction to Business	3	COMM120	Presentation Techniques	3
CISP112	Applied Information Technology	3	ENGL110	Advanced Composition	3
ENGL109	Composition	3	MKTG211	Marketing Foundations	3
MATH125	Intermediate Algebra	3	Social Science Elective		3

## **SOPHOMORE YEAR**

<u>Fall Semester</u>			<u>Winter Semester</u>		
(16 credits)			(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**

<u>Fall Semester</u>			<u>Winter Semester</u>		
(15 credits)			(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
GPMT287	Principles of Project Management	3	MKTG421	International Marketing	3
MKTG310	Consumer Behavior	3			

## **SENIOR YEAR**

<u>Fall Semester</u>			<u>Winter Semester</u>		
(15 credits)			(16 credits)		
BUSN489 or MKTG490	Field Experience in Business or Marketing BBA Internship	3	BUSN488T	BBA Major Field Test	0
MKTG412	Marketing Research	3	MKTG441	Strategic Marketing	4
MKTG430	New Product Development and Innovation	3	MKTG Elective(s) or MKTG Specialty Course(s)		6-9
MKTG Elective(s) or MKTG Specialty Course(s)		6	Open Elective(s)		3-6