

# **Plan of Study**

### Bachelor of Business Administration Marketing Specialization

Catalog Year: 2022 - 2023

**Sample Schedule:** students are not limited to this plan; it is meant to serve as a guide for planning purposes in discussions with your academic advisor. This plan is one possible path to completing this degree in *four years*.

### **FIRST YEAR**

#### **First Semester**

			On Campus	Online
Course	Prerequisites / Comments	Credits	Credits Semester(s) Off	
CSC 105 Intro to Computers		3	F/S	F/S/SU
SGE Arts and Humanities	1 of 2 (in different disciplines)	3	F/S	F/S/SU
SGE Mathematics	1 of 1, MATH 114 or Higher	3	F/S	F/S/SU
SGE Written Communication	1 of 2 (ENGL 101)	3	F/S	F/S/SU
BADM 101 Survey of Business		3	F/S	F/SU
GS 100 University Experience		0	F	F
	Total Credit Hours	15		

#### **Second Semester**

Course	Prerequisites / Comments	Credits	Semester(s) Offered	
SGE Arts and Humanities	2 of 2 (in different disciplines)	3	F/S	F/S/SU
SGE Oral Communication	1 of 1 (CMST 101, 215, or 222)	3	F/S	F/S/SU
SGE Social Science	1 of 2. ECON 201/202 cannot be counted. SOC 285 recommended.	3	F/S	F/S/SU
CIS 123/130/CSC 150	Choose 1 of 3	3	F/S	F/S/SU
CIS 206, 207, 208 Advanced Applications	CSC 105. Choose 3 of 5. CIS 210 must be taken before CIS 211.		S	F/S/SU
CIS 210 QuickBooks I		3	F	F
CIS 211 QuickBooks II			F	F
	Total Credit Hours	15		

### **SECOND YEAR**

#### **Third Semester**

Course	Prerequisites / Comments	Credits	Semester(s) Offered	
ACCT 210 Principles of Accounting I		3	F	F/S/SU
BADM 220 Business Statistics	MATH 114 or higher	3	F/S	F/SU
SGE Natural Sciences	1 of 2	3	F/S	F/S/SU
SGE Written Communications	2 of 2 (ENGL 201, 283, or 284)	3	F/S	F/S/SU
ECON 201 Principles of Microeconomics		3	F/S	F/SU
	Total Credit Hours	15		

#### **Fourth Semester**

Course	Prerequisites / Comments	Credits	Semester(s) Offered	
ACCT 211 Principles of Accounting II	ACCT 210	3	S	F/S/SU
BADM 321 Business Statistics II	BADM 220, STAT 281, or MATH 281	3	F/S	S/SU
BADM 370 Marketing	ECON 201	3	F/S	F/S/SU
SGE Natural Science	2 of 2	3	F/S	F/S/SU
SGE Social Science	2 of 2. ECON 201/202 cannot be counted. SOC 285 recommended.	3	F/S	F/S/SU
	Total Credit Hours	15		

### THIRD YEAR

#### Fifth Semester

Course	Prerequisites / Comments	Credits	Semester(s) Offered	
BADM 310 Business Finance	ACCT 211	3	F/S	F/S
BADM 344 Managerial Communications	ENGL 101	3	F/S	F/SU
BADM 350 Legal Environment of Business		3	F/S	F/S
BADM 360 Organization and Management		3	F/S	F/SU
BADM 476 Marketing Research	BADM 220, BADM 370	3	F (Even)	F(E)/SU(O)
	Total Credit Hours	15		

#### **Sixth Semester**

Course	Prerequisites / Comments	Credits	Semester(s) Offered	
BADM 425 Production & Operations	(BADM 220 or Math 281) and BADM 321	2	F/S	F/S
Management		3		г/3
BADM 457 Business Ethics		3	S	S
BADM 475 Consumer Behavior	BADM 370	3	S(Odd)	S(O)/SU(E)
ECON 202 Principles of Macroeconomics		3	F/S	S/SU
Open Elective	1 of 3	3	F/S	F/S/SU
	Total Credit Hours	15		•

## **FOURTH YEAR**

#### **Seventh Semester**

Course	Prerequisites / Comments	Credits	Semester(s) Offered	
ACCT/BADM/CIS/CSC/ECON Elective	1 of 3. 300 or 400 level class.	3	F/S	F/S/SU
ACCT/BADM/CIS/CSC/ECON Elective	2 of 3. 300 or 400 level class.	3	F/S	F/S/SU
BADM 481 Promotional Management	BADM 370	3	F	F
CIS 325 Management Info Systems		3	F	F/S/SU
Open Elective	2 of 3	3	F/S	F/S/SU
	Total Credit Hours	15		

### **Eighth Semester**

Course	Prerequisites / Comments	Credits	Semester(s) Offered	
ACCT/BADM/CIS/CSC/ECON Elective	3 of 3. 300 or 400 level class.	3	F/S	F/S/SU
BADM 405 International Trade & Finance	BADM 310, BADM 370, and ECON 202	3	S	S/SU
BADM 474 Personal Selling	BADM 370	3	S(Even)	S(E)/SU(O)
BADM 482 Business Policy & Strategy	BADM 310, BADM 350, BADM 360, BADM370	3	F/S	F/S/SU
Open Elective	3 of 3	3	F/S	F/S/SU
	Total Credit Hours	15		

Program Credit Hours 120

P = Course Prerequisite

Semester: F = Fall; S = Spring; SU = Summer; E = Even O = Odd

Information and course schedules may change. This is not a contract.