

# **Plan of Study**

### Bachelor of Business Administration Marketing Specialization

Catalog Year: 2024 – 2025

**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 | Semester( | s) Offered |  |
| CSC 105 Introduction 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.<br>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                   | taken before Ci3 211.   |         | 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/S                 | 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       | F/S                 | F/S/SU |
| BADM 321 Business Statistics II      | BADM 220, STAT 281, or MATH 281                              | 3       | F/S                 | S/SU   |
| BADM 370 Marketing                   |  | 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                            | (BADIVI 220 01 IVIALII 281) aliu BADIVI 321 | 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 Information Systems |  | 3       | F                   | F/S/SU |
| Open Elective                          | 2 of 3   | 3       | F/S                 | F/S/SU |
| Apply for Graduation                   | You will receive a notification in your DSU email identifying the process to apply for graduation in the semester before your planned graduation date. |         |                     |        |
|  | 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     |
| Take Exit Exam                         | After you apply for graduation, someone will reach out to schedule your exit exam. |         |                     |            |
|  | 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.