

Marketing - General Concentration (BSBA) Four-Year Plan

Marketing - Bachelor of Science in Business Administration 2021-22 Four-Year Plan

Freshman

First Term	Hours	Second Term	Hours
ENGL 110C		3 ENGL 211C or ENGL 221C or ENGL 231C (C or better required)	3
MATH 162M		3 MATH 200	3
Language and Culture I (May be waived; see requirement details)	0-3	Language and Culture II (May be waived; see requirement details)	0-3
Nature of Science I		4 Nature of Science II	4
BUSN 110		1 Interpreting the Past	3
Free Elective*		3	
		14-17	13-16

Sophomore

First Term	Hours	Second Term	Hours
Literature		3 Human Creativity	3
Oral Communication: COMM 101R required		3 Information Literacy and Research	3
PHIL 230E or PHIL 303E or PHIL 344E or PHIL 345E or PHIL 442E		3 ACCT 202	3
ACCT 201		3 ECON 201S	3
ECON 202S		3 BNAL 206	3
		15	15

Junior

First Term	Hours	Second Term	Hours
BNAL 306		3 OPMT 303	3
FIN 323		3 FIN 331	3
IT 360T		3 ECON 301	3
MGMT 325		3 MKTG 402	3
MKTG 311		3 MKTG 411	3
		Free Elective*	3
		15	18

Senior

First Term	Hours	Second Term	Hours
MGMT 485W		3 MKTG 490	3

MKTG 407		3 MKTG Major Elective* (C- or better required)	3
MKTG Major Elective* (C- or better required)		3 MKTG Major Elective* (C- or better required)	3
MKTG Major Elective* (C- or better required)		3 200-400 Level Free Elective*	3
Upper Division Education*		3 Upper Division Education*	3
		15	15

Total credit hours: 120-126

*The four-year plan is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.