

**College of Business**  
**Bachelor of Science in Business Administration**  
**Marketing**

Please note that this is a **recommended** sequence.  
 Check catalog for prerequisites.  
 Course availability may vary from semester to semester.

<b>FRESHMAN YEAR</b>			
<b>Fall Semester</b>		<b>Spring Semester</b>	
MATH 1064 or MATH 1066	3	BUSI 1200	3
MIS 2223	3	ENGL 1100	3
PSYC 1000 or SOCI 2110	3	FINA 2244	3
Humanities or Fine Arts	3	HLTH 1000	2
Science	3	KINE 1000	1
	<u>15</u>	MATH 2228 or MATH 2283	<u>3</u>
			15
<b>SOPHOMORE YEAR</b>			
ACCT 2401	3	ACCT 2521	3
ECON 2113	3	BUSI 2200	3
PHIL 1175 or PHIL 2274 or PHIL 2275	3	ECON 2133	3
Science	3	ENGL 2201	3
Lab	1	MKTG 3832	<u>3</u>
Elective	<u>3</u>		15
	16		
<b>JUNIOR YEAR</b>			
COMM 2020 or COMM 2410	3	BUSI 3200	2
MGMT 3302	3	FINA 3724	3
MKTG 3872	3	OMGT 3223	3
MIS 3063	3	Concentration course*	3
Elective	<u>3</u>	OMGT 3123	3
	15	Elective	<u>2</u>
			16
<b>SENIOR YEAR</b>			
ENGL 3880	3	BUSI 4200	1
MGMT 4842	3	MKTG 4562	3
MKTG 4682	3	Concentration course*	3
Concentration course*	3	Elective	3
International Perspective^	<u>3</u>	Elective	<u>3</u>
	15		13
<b>Total Hours</b>			<b>120</b>

^Select from ACCT 4451, FINA 4454, MGMT 3352, MKTG 3852, or MKTG 4992

\*Select at least one from MKTG 4532 or MKTG 4732 and the others from remaining 4000-level MKTG courses

Confirmed: BRM

Updated: 7/8/2019  
 Checked: 7/8/2019