

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.

FRESHMAN YEAR			
Fall Semester		Spring Semester	
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
	15	MATH 2228 or MATH 2283	3
			15
SOPHOMORE YEAR			
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	3
Elective	3		15
	16		
JUNIOR YEAR			
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	3	OMGT 3123	3
	15	Elective	2
			16
SENIOR YEAR			
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^	3	Elective	3
	15		13
		Total Hours	120

^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: 8/31/2020
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