

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	
ECON 2113	3	BUSI 1200	3
ENGL 1100	3	ECON 2133	3
MIS 2223	3	FINA 2244	3
Humanities or Fine Arts	3	MATH 1065	3
Science	3	PSYC 1000 or SOCI 2110	3
	<hr style="width: 50%; margin: 0 auto;"/> 15		<hr style="width: 50%; margin: 0 auto;"/> 15
SOPHOMORE YEAR			
ACCT 2401	3	ACCT 2521	3
HLTH 1000	2	BUSI 2200	3
MKTG 3832	3	ENGL 2201	3
PHIL 1175 or PHIL 2274 or PHIL 2275	3	MATH 2228 or MATH 2283	3
Science	3	MKTG 3872	3
Lab	1		
	<hr style="width: 50%; margin: 0 auto;"/> 15		<hr style="width: 50%; margin: 0 auto;"/> 15
JUNIOR YEAR			
COMM 2020 or COMM 2410	3	ENGL 3880	3
KINE 1000	1	FINA 3724	3
MGMT 3202	3	OMGT 3123	3
MIS 3063	3	MKTG 4682	3
Concentration course*	3	Elective	3
Elective	3	Elective	2
	<hr style="width: 50%; margin: 0 auto;"/> 16		<hr style="width: 50%; margin: 0 auto;"/> 17
SENIOR YEAR			
BUSI 3200	2	BUSI 4200	1
OMGT 3223	3	MGMT 4842	3
International Perspective^	3	MKTG 4562	3
Concentration course*	3	Concentration course*	3
Elective	3	Elective	3
	<hr style="width: 50%; margin: 0 auto;"/> 14		<hr style="width: 50%; margin: 0 auto;"/> 13
Total Hours			120

^Select from ACCT 4451, FINA 4454, MGMT 3352, MGMT 3552, MKTG 3852, or MKTG 4992

*Choose from 4000-level MKTG with at least one being MKTG 4532 or MKTG 4732