

120 Hour Course Planning Guide, BBA, MARKETING Concentration

To use this form effectively: Check the courses completed and schedule those remaining courses in the order in which they appear. Courses printed in italics are required to be completed before enrolling in upper level business courses. [1] Choices are on the back. All General Education core courses are offered during the summer. A minor is not required of students pursuing the BBA degree. The following course planning guide does not guarantee that all courses will be offered in the term(s) identified.

First Year Fall

- Eng 1010 English Composition I* 3
- Electives 6
- APSU 1000 Liberal Arts in Univ. Life 1
- Math 1530 Elements of Statistics* 3
- Hist 2010 American History I 3
- 16

Second Year Fall

- Elective 3
- Acct 2010 Principles of Accounting I* 3
- Econ 2010 Macroeconomics* 3
- Humanities / Fine Arts 3
- Science + Lab 4
- 16

Third Year Fall

- Fin 3010 Principles of Finance 3
- Mgt 3010 Principles of Management 3
- Mkt 3010 Principles of Marketing 3
- Blaw 3300 Legal Environment of Bus. 3
- QM 3110 Statistics for Business & Econ. 3
- 15

Fourth Year Fall

- Mkt 3210 Retailing Management 3
- Mkt 3510 Consumer Behavior 3
- Mkt 4310 Adv and Promo Strategy 3
- Mkt 4450 Marketing Research 3
- Dsci 4500 Business & Economic Forecasting 3
- 15

First Year Spring

- Eng 1020 English Composition II* 3
- Elective 3
- Humanities / Fine Arts 3
- Comm 1010 Public Speaking 3
- Hist 2020 American History II 3
- 15

Second Year Spring

- Eng 2030 World Literature 3
- Acct 2020 Principles of Accounting II* 3
- Econ 2020 Microeconomics* 3
- Social Science 3
- Science + Lab 4
- 16

Third Year Spring

- Mkt 3410 International Marketing 3
- Upper division Marketing elective¹ 3
- Dsci 3410 Production/Ops Mgt 3
- Electives 6
- 15

Fourth Year Spring

- Mgt 4810 Strategic Management 3
- Mis 4100 Mgt Info Systems 3
- Mkt 4800 Marketing Management 3
- Elective 3
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Course Selection Worksheet

CRN	Subject	Course#	Sec#	CrHr	ClassTime	Mon	Tue	Wed	Thu	Fri	Sat	Location

Fall Spring Summer I Summer II Year _____

Student Name _____ ID# _____

Advisor Signature _____ Alternate PIN _____

Advisor Comments: _____ Approved 9/15/2009

See the back to find all terms a course is usually offered.