



**Sample 4 Year Plan
Bachelor of Business Administration
Marketing**

	Fall Semester		Spring Semester	
	Course Information	Credit Hrs	Course Information	Credit Hrs
First Year	AP ENGL 1010 – English Composition I	3	AP ENGL 1020 – English Composition II	3
	AP History Core	3	*ECON 2100 – Principles of Macroeconomics	3
	AP COMM 2045 – Public Speaking	3	Natural Sciences Core w/lab	4
	AP Humanities and Fine Arts Core	3	MATH 1110 – Algebraic Problem Solving or MATH 1710 – Precalculus Algebra	3
	AP UNIV 1000 – University Success	1	History Core	3
	AP Social and Behavioral Sciences Core	3		
	TOTAL SCH	16	TOTAL SCH	16

	Fall Semester		Spring Semester	
	AP ENGL 2330 – Topics of World Literature	3	*ACCT 2020 – Principles of ACCT II	3
AP Natural Sciences Core w/lab	4	MGT 2010 – Principles of Management	3	
*ACCT 2010 – Principles of ACCT I	3	MKT 2010 – Principles of Marketing	3	
*ECON 2200 – Principles of Microeconomics	3	AP Humanities and Fine Arts Core	3	
*BUS 2000 – Business Communication	3	*BUS 2100 – Business Statistics	3	
TOTAL SCH	16	TOTAL SCH	15	

NOTE: All courses listed with an asterisk (*) above must be completed with a grade of “C” or better and have an overall GPA of 2.35 or higher to enter the BBA program junior year. Students are required to apply for the BBA program in the semester they are finishing the BBA entry requirements. All business courses must be completed with a grade of “C” or better to graduate.

	Fall Semester		Spring Semester	
	BUS 3200 – Global Business	3	MGT 3410 – Production Operations MGT	3
MKT 4310 – Adv and Promo Strategy	3	MKT 3210 – Retailing Marketing	3	
FIN 3010 – Principles of Finance	3	MKT 3510 – Consumer and Market Behavior	3	
Elective	3	MGT 3100 – Management Info Systems	3	
BUS 3310 – Business Analytics	3	BUS 3300 – Legal Environment of Business	3	
TOTAL SCH	15	TOTAL SCH	15	

	Fall Semester		Spring Semester	
	MKT 3600 – Social Media Marketing	3	MGT 4810 -Strategic Management	3
Upper Division Marketing Elective	3	Upper Division Business Elective	3	
MKT 4450 – Marketing Research	3	Elective	3	
Upper Division Business Elective	3	MKT 4800 -Marketing Management	3	
Elective	3			
TOTAL SCH	15	TOTAL SCH	12	

***AP** designates General Education Core Course to be completed for your degree.

******Bachelor degrees require the completion of 33 upper division (3000 – 4999) credit hours.