

BBA MARKETING

| Year One | | | | | | | |
|------------------------|------------------------------------|----|--|----------------------------------|------------------|---|----|
| FALL | | | | SPRING | | | |
| Skill and Resource Use | IDST 1301 | 3 | | Analytical Abilities | MATH 1311 | 3 | |
| Communication | * | 3 | | Analytical Abilities | BIOL, CHEM, PHYS | 4 | |
| | BSAD 1301 | 3 | | | ACCT 2302 | 3 | |
| | BSAD 1331 | 3 | | | BSAD 2331 | 3 | |
| | ACCT 2301 | 3 | | | MKTG 2340 | 3 | |
| | | 15 | | | | | 16 |
| SUMMER | | | | | | | |
| | Global Perspective * | 3 | | | | | |
| | Engagement * | 3 | | | | | |
| | | 6 | | | | | |
| SUMMER II | | | | | | | |
| | Global Perspective * | 3 | | | | | |
| | ELECTIVE | 3 | | | | | |
| | | 6 | | | | | |
| Year Two | | | | | | | |
| FALL | | | | SPRING | | | |
| | MATH 2330 | 3 | | Communication * | | 3 | |
| | BSAD 3310 | 3 | | Personal & Social Responsibility | PHIL 2311 | 3 | |
| | MGMT 2341 | 3 | | | FIN 2342 | 3 | |
| | MKTG 3321 | 3 | | | MKTG 3322 | 3 | |
| | MKTG 3323 | 3 | | | IS 3310 | 3 | |
| | ELECTIVE | 3 | | | ELECTIVE | 3 | |
| | | 18 | | | | | 18 |
| SUMMER | | | | | | | |
| | Engagement * | 3 | | | | | |
| | Personal & Social Responsibility * | 3 | | | | | |
| | | 6 | | | | | |
| SUMMER II | | | | | | | |
| | Aesthetic Appreciation * | 3 | | | | | |
| | ELECTIVE | 3 | | | | | |
| | | 6 | | | | | |
| Year Three | | | | | | | |
| FALL | | | | SPRING | | | |
| | MKTG4323 | 3 | | | MKTG 4322 | 3 | |
| | MKTG 4398 | 3 | | | MKTG 4324 | 3 | |
| | BSAD 4342 | 3 | | | MKTG 4332 | 3 | |
| | BSAD 4321 | 3 | | | BSAD 4331 | 3 | |
| | ELECTIVE | 2 | | | BSAD 4351 | 3 | |
| | | 14 | | | | | 15 |

*Course may be selected from core requirements.

Total: 120