

**BACHELOR OF ARTS IN BUSINESS ADMINISTRATION**

**SPECIALIZATION IN MARKETING**

<b>YEAR 1</b>			<b>YEAR 1</b>						
<b>FRESHMAN FALL</b>			<b>FRESHMAN SPRING</b>						
COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade	COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade
ENG 101	English Comp I	3			ENG 102	English Comp II	3		
MAT 115	College Algebra	3			SPE 103	Interpersonal Communication	3		
	Foreign Language I	3			BIO 101/CHE 109	Biology/Chemistry	3		
HED 221	Health Education	2			Foreign Language II		3		
BUA 101	Computer Applications in Business	3			ECO 201	Principles of Econ I	3		
BUA 102	Leadership and Development I	1							
Total		<u>15</u>			Total		<u>15</u>		

<b>YEAR 2</b>			<b>YEAR 2</b>						
<b>SOPHOMORE FALL</b>			<b>SOPHOMORE SPRING</b>						
COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade	COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade
ACC 201	Principles of Accounting I	3			ACC 202	Principles of Accounting II	3		
ECO 202	Principles of Economics II	3			FIN 305	Personal Finance	3		
BUA 202	Leadership and Development II	1			ENG 211	Introduction to Literature	3		
BUA 204/ENG216	Business Communication/Technical Writing	3			PSY 200/SOC 203	Psychology/Sociology	3		
BIO/CHE/PHS/PHY	Natural Science - choose from list below	3			PHE _____	Physical Activity Course	1		
IGS 200	Foundations of Cultures	3			IGS 201+	Choose from list below	3		
Total		<u>16</u>			Total		<u>16</u>		

<b>YEAR 3</b>			<b>YEAR 3</b>						
<b>JUNIOR FALL</b>			<b>JUNIOR SPRING</b>						
COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade	COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade
BUA 380	Leadership and Ethics	3			BUA 320	Business Statistics	3		
MGT 301	Principles of Management	3			BUA 321	Legal Environment	3		
MKT 301	Principles of Marketing	3			BUA 370	Global Business Issues	3		
MIS 300	Management Information Systems	3			MGT 352	Supply Chain Management	3		
	Advised Elective	3			MKT 310	Personal Selling	3		
Total		<u>15</u>			Total		<u>15</u>		

<b>YEAR 4</b>			<b>YEAR 4</b>						
<b>SENIOR FALL</b>			<b>SENIOR SPRING</b>						
COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade	COURSE NUMBER	COURSE NAME	CREDITS	Term	Grade
FIN 330	Corporate Finance	3			BUA 402	Senior Seminar	1		
ECO 321	Quantitative Methods	3			MGT 490	Strategic Management	3		
MKT 315	Retailing Management	3			MKT 430	Marketing Research	3		
MKT 320	Marketing Communication	3			MKT 325	Electronic Commerce	3		
MKT 440	Consumer Behavior	3			MKT 490	Strategic Marketing Management	3		
Total		<u>15</u>			Total		<u>13</u>		

Natural Science to be selected from: BIO 101, BIO 112, CHE 109, PHS 201, PHS 202, PHS211, PHS 221, PHS 231, PHY 130

IGS 201+ to be selected from: IGS201+, COS 303, ENG 313, ENG/AAS 409, MAT 304, MUS/AAS 323, MUS/AAS 325, MUS 333

Advised Elective to be selected from: ENG 103 (if required), MAT 125, PSY 402 or ACC, BUA, ECO, FIN, MGT, MIS, MKT Class at the 300 level or higher