**Marketing, Bachelor of Science in Business Administration**

**Before and After Online approval (no changes to the curriculum)**

**First Year Fall**

ENGL 1013 Composition I (ACTS Equivalency = ENGL 1013)

MATH 2053 Finite Mathematics

COMM 1313 Public Speaking (ACTS Equivalency = SPCH 1003)

WCOB 1111 Freshman Business Connection

BLAW 2013 The Legal Environment of Business (ACTS Equivalency = BLAW 2003)1

ISYS 1123 Business Application Knowledge - Computer Competency

**First Year Spring**

ENGL 1023 Composition II (ACTS Equivalency = ENGL 1023)

ACCT 2013 Accounting Principles

WCOB 1033 Data Analysis and Interpretation

ECON 2023 Principles of Microeconomics (ACTS Equivalency = ECON 2203)

Natural Science state minimum core

Year Total: 16 16

**Second Year Fall**

MGMT 2053 Business Foundations or ACCT 2023 Accounting Principles II

ISYS 2103 Business Information Systems1

MATH 2043 Survey of Calculus (ACTS Equivalency = MATH 2203)2

Social Science state minimum core

Fine Art/Humanities state minimum core

**Second Year Spring**

SCMT 2103 Integrated Supply Chain Management1

MGMT 2103 Managing People and Organizations1

ECON 2013 Principles of Macroeconomics (ACTS Equivalency = ECON 2103)2

Fine Art/Humanities state minimum core

Natural Science state minimum core

**ALL pre-business requirements should be met by end of term**

Year Total: 15 16

**Third Year Fall**

MKTG 3433 Introduction to Marketing1

FINN 3043 Principles of Finance1

Junior Senior Business Electives 6

**Third Year Spring**

MKTG 3633 Marketing Research

MKTG Elective 3

MGMT 3013 Strategic Management

Junior Senior Business Electives 3

U.S. History or Political Science state minimum core

Year Total: 12 15

**Fourth Year Fall**

MKTG 3553 Consumer Behavior

MKTG Electives 6

General Education Electives 6

**Fourth Year Spring**

MKTG 4853 Marketing Management

MKTG Elective 3

Junior Senior Business Elective 6

General Education Electives 3

Year Total: 15 15

Total Units in Sequence: 120

1 Must be completed prior to MGMT 3013.

2 Must be completed prior to taking any 3000 or 4000 level business course.