THE BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING
Program Plan

A. General Education (30 hours)

B. Additional Requirements (9 hours)

C. Business Core Curriculum (39-40 hours)
MAT 131: Function and Graphs (3 hours) or 133: Pre-calculus (4 hours)
ECN 150: Microeconomics (3 hours)
ECN 151: Macroeconomics (3 hours)
ACC 204: Financial Accounting (3 hours)
ACC 205: Managerial Accounting (3 hours)
BUS 281: Business Communications (3 hours)
BUS 346: Legal, Ethical & Regulatory Environment (3 hours)
IST 349: Management Information Systems (3 hours)
BUS 350: Business Quantitative Analysis (3 hours)
FIN 362: Principles of Finance (3 hours)
MGT 363: Principles of Management (3 hours)
MKT 361: Principles of Marketing (3 hours)
MGT 498: Strategic Management (Capstone) (3 hours)

D. Marketing Major (18 hours)
MKT 415: Marketing Research (3 hours)
MKT 475: Strategic Marketing Management (3 hours)
MKT 442: Consumer Behavior (3 hours)
Three additional 400 level Marketing courses

E. Electives
Taken as needed to reach the required total hours

Total Graduation Requirements: 120 hours