

## Marketing (BSBA)

The following course sequence sheet is for illustrative purposes only and should not be construed as formal academic advisement. Course selections and sequence may vary depending on course availability and counsel from your academic adviser. You should consult an academic adviser before developing an actual academic plan.

<b>Cr.</b>	<b>First Semester</b>	<b>Cr.</b>	<b>Second Semester</b>
3	ENGLISH.101 Found of College Writing	3	ITM.175 Intro to BIS
3	General Education Course OR PSYCH.101 General Psychology	3	PSYCH.101 General Psychology OR General Education Course
3	BUSED.101 Intro to BIS	3	ECONOMIC.121 Principles of Macroeconomics
3	General Education Course	3	MATH.118 Applied Matrix Algebra
3	General Education Course	3	General Education Course
1	INTSTUDY.100 Optional University Seminar		
0	INTERBUS.101 Prof Development: Self Discovery I	0	INTERBUS.102 Prof Development: Self Discovery II
16	Total Semester Credits	15	Total Semester Credits
<b>Cr.</b>	<b>Third Semester</b>	<b>Cr.</b>	<b>Fourth Semester</b>
3	BUSED.333 Business Comm & Report Writing OR COMMSTUD.103 Public Speaking	3	COMMSTUD.103 Public Speaking OR BUSED.333 Business Comm & Report Writing
3	ECONOMIC.122 Principles of Microeconomics	3	ACCT.220 Financial Accounting
3	ECONOMIC.156 Business & Economics Math OR MATH.123 Essentials Calculus	3	ECONOMIC.256 Business & Economics Statistics
3	General Education Course	3	MGMT.244 Principles of Management
3	General Education Course	3	MKTG.310 Marketing Principles & Practices
0	INTERBUS.201 Prof Development: Exploration I	1	General Education Course
15	Total Semester Credits	0	INTERBUS.202 Prof Development: Exploration II
		16	Total Semester Credits
<b>Cr.</b>	<b>Fifth Semester</b>	<b>Cr.</b>	<b>Sixth Semester</b>
3	ACCT.223 Managerial Accounting	3	MKTG.370 Sales Management
3	MKTG.330 Consumer Motivation & Behavior	3	MKTG.380 International Marketing
3	LAW.331 Law and the Legal Environment	3	General Education Course
3	Business Elective (300-level or higher)	3	Free Elective
3	General Education Course	1	General Education Course
0	INTERBUS.301 Prof Development: Prep & Experience Building I	0	INTERBUS.302 Prof Development: Prep & Experience Building II
15	Total Semester Credits	13	Total Semester Credits

<b>Cr.</b>	<b>Seventh Semester</b>	<b>Cr.</b>	<b>Eighth Semester</b>
3	FINANCE.313 Introduction to Corporate Finance	3	MGMT.481 Business Policies
3	MKTG.340 Advertising Management	3	MKTG.460 Marketing Management
3	MKTG.440 Marketing Research	3	Marketing Elective
3	Business Elective (300-level or higher)	3	Business Elective (300-level or higher)
3	Business Elective (300-level or higher)	3	Business Elective (300-level or higher)
0	INTERBUS.401 Prof Development: Taking Action to Transition I	0	INTERBUS.402 Prof Development: Taking Action to Transition II
15	Total Semester Credits	15	Total Semester Credits
<b>TOTAL CREDITS: 120</b>			

**IMPORTANT NOTES:**

The sequence of General Education courses is shown as an example only; they may be taken in any order.

General Education Policy allows a student to double count one Communications, Quantitative or Values course as one Group A, B, or C. If using this option, take one additional Free Elective.

Students who take CHEM.123 rather than ECONOMIC.156 may use ECONOMIC.256 as the Quantitative Gened; MATH.123 then counts as a Group C. Take an additional Free Elective if using this option. Total credits must equal 120.

Always consult advisor before selecting Business and Marketing Electives.

One additional course selected for the Major, General Education OR Free Elective must also qualify as a Diversity course. See list of Diversity Courses and consult advisor.