

Business Administration with concentrations in 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.

Cr.	First Semester	Cr.	Second Semester
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	ZIPD.101 Functional Areas of Business	0	ZIPD.102 Interconnectedness of Business
16	Total Semester Credits	15	Total Semester Credits
Cr.	Third Semester	Cr.	Fourth Semester
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	ZIPD.201 Career Exploration	1	General Education Course
15	Total Semester Credits	0	ZIPD.202 Career Preparation
		16	Total Semester Credits
Cr.	Fifth Semester	Cr.	Sixth Semester
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	ZIPD.301 Preparation for the Workforce	0	ZIPD.302 Build your brand
15	Total Semester Credits	13	Total Semester Credits

Cr.	Seventh Semester	Cr.	Eighth Semester
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	ZIPD.401 Networking & Job Search	0	ZIPD.402 Career Transition
15	Total Semester Credits	15	Total Semester Credits
TOTAL CREDITS: 120			