

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	ITA.175 Spreadsheet Modeling & Data Analysis Apps.
3	General Education Course OR PSYCH.101 General Psychology	3	PSYCH.101 General Psychology OR General Education Course
3	BUSED.101 Intro to Business	3	ECONOMIC.122 Principles of Microeconomics
3	ECONOMIC.121 Principles of Macroeconomics	3	General Education Course
3	General Education Course	3	General Education Course
1	INTSTUDY.100 Optional University Seminar OR General Education Course		
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	MARKETING.310 Marketing Principles & Practices	3	ACCT.220 Financial Accounting
3	ECONOMIC.156 Business & Economics Math OR MATH.123 Essentials Calculus	3	ECONOMIC.256 Business & Economics Statistics OR PSYCH.160 Applied Stats. for the Beh. Sciences
3	General Education Course	3	MGMT.244 Principles of Management
3	General Education Course	3	General Education Course
		1	General Education Course
15	Total Semester Credits	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
15	Total Semester Credits	13	Total Semester Credits

Cr.	Seventh Semester	Cr.	Eighth Semester
3	FINANCE.313 Introduction to Corporate Finance	3	MGMT.497 Business Policies
3	MKTG.331 Digital Marketing	3	MKTG.460 Marketing Management
3	MKTG.440 Marketing Research	3	MKTG.340 Integrated Mktg. Communications
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)
15	Total Semester Credits	15	Total Semester Credits

TOTAL CREDITS: 120