

Professional Sales and 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 Model & 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.121 Principles of Macroeconomics
3	ECONOMIC.122 Principles of Microeconomics	3	ECONOMIC.156 Business & Economics Math OR MATH.123 Essentials Calculus
3	General Education Course	3	General Education Course
1	General Education Course	3	General Education Course
16	Total Semester Credits	15	Total Semester Credits
Cr.	Third Semester	Cr.	Fourth Semester
3	COMMSTUD.103 Public Speaking	3	BUSED.333 Business Comm. & Report Writing
3	MARKETING.310 Marketing Principles and Practices	3	ACCT.223 Managerial Accounting
3	ACCOUNTING.220 Financial Accounting	3	ECONOMIC.256 Business & Economics Statistics OR PSYCH.160 Applied Stats. for the Beh. Sciences
3	MGMT.244 Principles of Management	3	MKTG.340 Integrated Marketing Communications
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	MKTG.330 Consumer Motivation & Behavior	3	LAW.475 Negotiation & Alt. Dispute Resolution
3	MKTG.370 Sales Management	3	MKTG.380 International Marketing
3	LAW.331 Law and the Legal Environment	3	General Education Course
3	MKTG.341 Principles of Selling	3	General Education Course
3	General Education Course	3	Business Elective (300 level or higher – strongly suggest internship)
15	Total Semester Credits	15	Total Semester Credits

Cr.	Seventh Semester	Cr.	Eighth Semester
3	FINANCE.313 Introduction to Corporate Finance	3	MGMT.497 Business Policies
3	MKTG.480 B to B Marketing	3	MKTG.460 Marketing Management
3	MKTG.440 Marketing Research	3	MKTG.373 Integrated Customer Relationship Mgmt.
3	MKTG.445 Advanced Professional Selling	3	LAW.475 Negotiation & Alt Dispute Resolution
3	Free Elective	3	General Education Course
15	Total Semester Credits	15	Total Semester Credits
TOTAL CREDITS: 120			