

Marketing – Professional Selling (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	INTERBUS.101 Prof Dev: Self Discovery I	0	INTERBUS.102 Prof Dev: Self Discovery II
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	INTERBUS.201 Prof Dev: Exploration I	1	General Education Course
15	Total Semester Credits	0	INTERBUS.202 Prof Dev: Exploration II
		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	MKTG.480 Business to Business Marketing
3	MKTG.341 Principles of Selling	3	General Education Course
3	General Education Course	1	General Education Course
0	INTERBUS.301 Prof Dev: Prep & Exp Building I	0	INTERBUS.302 Prof Dev: Prep & Exp Building II
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	MKTG.445 Advanced Professional Selling	3	Sales Elective
3	LAW.475 Negotiation & Alt Dispute Resolution	3	General Education Course
0	INTERBUS.401 Prof Dev: Taking Action to Trans I	0	INTERBUS.402 Prof Dev: Taking Action to Trans II
15	Total Semester Credits	15	Total Semester Credits
TOTAL CREDITS: 120			