

Marketing, B.B.A.

Course	Title	Semester Credit Hours
Freshman Year		
Semester 1		
Communication		3
Rhetoric & Composition		3
American History		3
MATH 1314	College Algebra	3
UNIV 1201	Learning in Global Context	2
Life/Physical Sciences		3
Semester Credit Hours		17
Semester 2		
Rhetoric & Composition		3
American History		3
MATH 1324	Math for Bus and Econ I	3
Creative Arts		3
Life/Physical Sciences		3
Semester Credit Hours		15
Sophomore Year		
Semester 1		
ACCT 2301	Principles of Accounting I	3
BUAD 2341	Business Law	3
ECON 2301	Principles of Macroeconomics	3
Lang/Phil/Culture		3
Government/Political Science		3
Semester Credit Hours		15
Semester 2		
ACCT 2302	Prnc of Accounting II	3
BCOM 3306	Business Communication (WI)	3
BUAD 1115	Intro to Business Software	1
ECON 2302	Principles of Microeconomics	3
Government/Political Science		3
Semester Credit Hours		13
Junior Year		
Semester 1		
BUAD 3355	Business Statistics	3
FINC 3321	Business Finance	3
BUAD 3366	Intro to Business Intelligence	3
MGMT 3322	Principles of Management	3
MKTG 3324	Principles of Marketing	3
Semester Credit Hours		15
Semester 2		
BUAD 2374	International Business	3
ISYS 3330	Info Sys and Bus Analytics	3
MKTG 3364	Integrated Marketing Comm	3
MKTG 3370	Online Marketing	3
Elective		3
Semester Credit Hours		15

Senior Year**Semester 1**

MGMT 3355	Operations and Supply Change Management	3
MKTG 3365	Marketing Research	3
MKTG 4310	Retail Marketing Management	3
MKTG 4334	Product Development	3
MKTG 4363	Global Marketing	3

Semester Credit Hours	15
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Semester 2

MGMT 4390	Strategic Mgmt Global Bus Env	3
MKTG 4350	Consumer Behavior	3
MKTG 4390	Marketing Mgmt and Analytics	3
MKTG, adv.		3
Nonbusiness elective		3

Semester Credit Hours	15
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Total Credit Hours Required:	120
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