



Program Degree Type and Name: **BS in Business Administration with Specialization in Marketing**

Catalog Year: **2022-2023**

Program Level: **Undergraduate**

Academic Term Type: **Semester**

** Denote core course with an asterisk and (cc) next to the course number*

Year and Term: Year 1 Fall Term							Credits Per Classification																	
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)											
ENGL 111: Written English and Lit. Studies I	3	x					ENGL 112: Written English and Lit. Studies II	3	x				ENGL 111											
MATH 116: College Algebra	3	x					MGMT 225: Principles of Management	3		x														
MATH/CISC 120: Intro to Computers or	3	x					MGMT 255: Information Systems for Mgmt. or ACCT 261	3		x														
ECON 210: Business Presentations and Personal Branding	3		x				ACCT 120: Intro to Financial Accounting	3		x			MATH 116 or higher											
Gen Ed or ENGL 110	3	x				ENGL 111 if placed in ENGL 110	CINQ 101: Critical Inquiry	3	x															
Term Credit Total:	15	12	3				Term Credit Total:	15	6	9														
Year and Term: Year 2 Fall Term							Credits Per Classification																	
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)											
ACCT 121: Intro to Management Accounting	3		x			ACCT 120	BLAW 240: Business Law I or ENTR 250: Social Entrepreneurship	3		x														
ECON 220: Macro-Economics	3	x					ECON 221: Micro-Economics	3	x															
MGMT 340: Organizational Behavior or ANLC 250: Intro to Data Analytics	3		x			MGMT 225 or ACCT 261/MGMT 255	ECON 230: Ethics in the Global Community	3	x															
MKTG 220: Principles of Marketing	3		x				FINC 235: Financial Management	3		x			ACCT 120											
COMM: Oral Communication	3	x					Gen Ed	3	x															
Term Credit Total:	15	6	9				Term Credit Total:	15	9	6														
Year and Term: Year 3 Fall Term							Credits Per Classification																	
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)											
INBU 250: International Business	3		x				Specialization Elective	3		x														
ECON 125: Statistical Applications for Economic Decision Making	3	x				MATH 116 or higher	Specialization Elective	3		x														
Specialization Elective	3		x				Gen Ed	3	x															
JRSM 301: Junior Seminar	3	x				ENGL 112 COMM 110 MATH	Gen Ed	3	x															
Gen Ed	3	x					Open Elective	3			x													
Term credit total:	15	9	6				Term Credit Total:	15	6	6	3													
Year and Term: Year 4 Fall Term							Credits Per Classification																	
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)											
Specialization Elective	3		x				*MGMT 460: Strategic Management (cc)	3		x			FINC/INBU/MGMT/MKTG/SPMG											
MKTG 450: Applied Research Analysis in Marketing	3		x			ENGL 112, 3 MKTG courses	Gen Ed	3	x															
Gen Ed	3	x					Gen Ed	3	x															
Gen Ed	3	x					Open Elective	3			x													
Open Elective	3			x			Open Elective	3			x													
Term Credit Total:	15	6	6	3			Term Credit Total:	15	6	3	6													
Program Totals	Credits: 120						General Education: 60						Major & Major Elective: 48						Open Elective: 12					

Legend: CR: Credits GE: General Education Maj: Major / Major Elective OE: Open Elective SM: Success Marker Co/Prerequisite(s): List of co/ prerequisites for noted course