

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

Catalog Year: **2024-2025**

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								Year and Term: Year 1 Spring Term							
				Credits Per Classification								Credits Per Classification			
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
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				GC
MATH/CISC 120: Intro to Computers or MATH/CISC 131: Foundations of Computing I	3	x						MGMT 255: Information Systems for Mgmt. or ACCT 261 Computer Applications fo	3		x				GC
ECON 210: Business Presentations and Personal Branding	3			x			GC, CA	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					
<b>Term Credit Total:</b>	<b>15</b>	<b>12</b>	<b>3</b>					<b>Term Credit Total:</b>	<b>15</b>	<b>6</b>	<b>9</b>				
Year and Term: Year 2 Fall Term								Year and Term: Year 2 Spring Term							
				Credits Per Classification								Credits Per Classification			
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
ACCT 121: Intro to Management Accounting	3			x		ACCT 120		BLAW 240: Business Law I or ENTR 250: Social Entrepreneurship	3			x			GC, CA
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			CA	FINC 235: Financial Management	3			x		ACCT 120	GC
COMM: Oral Communication	3	x						Gen Ed	3	x					
<b>Term Credit Total:</b>	<b>15</b>	<b>6</b>	<b>9</b>					<b>Term Credit Total:</b>	<b>15</b>	<b>9</b>	<b>6</b>				
Year and Term: Year 3 Fall Term								Year and Term: Year 3 Spring Term							
				Credits Per Classification								Credits Per Classification			
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
INBU 250: International Business	3			x			CA	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 115/116/117		Gen Ed	3	x					
Gen Ed	3	x						Open Elective	3				x		
<b>Term credit total:</b>	<b>15</b>	<b>9</b>	<b>6</b>					<b>Term Credit Total:</b>	<b>15</b>	<b>6</b>	<b>6</b>	<b>3</b>			
Year and Term: Year 4 Fall Term								Year and Term: Year 4 Spring Term							
				Credits Per Classification								Credits Per Classification			
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice	Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)	Milestone/Advice
Specialization Elective	3			x				*MGMT 460: Strategic Management (cc)	3			x		FINC/INBU/MGMT/MKTG/SP MG 450	CA
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		
<b>Term Credit Total:</b>	<b>15</b>	<b>6</b>	<b>6</b>	<b>3</b>				<b>Term Credit Total:</b>	<b>15</b>	<b>6</b>	<b>3</b>	<b>6</b>			
<b>Program Totals</b>		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 GC: Gateway Course CA: Career Activity ELC: Experiential Learning Course

Office of the Provost  
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