

MARKETING, BBA

Course Sequencing

First Year

Fall		Hours
BUSI 0011	COB Orientation	0
Creative Arts Core Requirement		3
ECON 2301	Macroeconomics Principles	3
HIST 1301	U.S. History to 1865	3
ENGL 1301	Writing and Rhetoric I	3
Life & Physical Science Core Requirement		3
USSE 1201	University Seminar	2
Hours		17

Spring

COMM 1311	Foundation of Communication	3
HIST 1302	U.S. History Since 1865	3
ECON 2302	Microeconomics Principles	3
Language, Philosophy & Culture Core Requirement		3
MATH 1324	Mathematics for Business and Social Sciences	3
Hours		15

Second Year

Fall

ACCT 2301	Financial Accounting	3
Business Elective		3
Component Area Option Core Requirement		3
MATH 1325	Calculus for Business & Social Sciences	3
POLS 2305	U.S. Government and Politics	3
Hours		15

Spring

ACCT 2302	Managerial Accounting	3
Component Area Option Core Requirement		3
Life & Physical Science Core Requirement		3
BAIS 2301	Computer Applications in Business	3
POLS 2306	State and Local Government	3
Hours		15

Third Year

Fall

MKTG 3310	Principles of Marketing	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications	3
FINA 3310	Financial Management	3
BAIS 3311	Data Analysis and Statistics	3
Hours		15

Spring

MKTG 3311	Professional Selling	3
MKTG 3330	Buyer Behavior	3
MKTG 4340	International Marketing (for Marketing Major)	3
BAIS 3310	Management Information Systems Concepts	3

BLAW 3310	Legal Environment of Business	3
Hours		15

Fourth Year

Fall

OPSY 4314	Operations Management	3
MKTG 3333	Digital Marketing Fundamentals	3
MKTG 4320	Marketing Research	3
Marketing Elective		3
Marketing Elective		3
Hours		15

Spring

MKTG 4380	Marketing Strategy	3
MGMT 4388	Business Strategy	3
Non-Business or Business Elective		3
Upper-level Business Elective		3
Marketing Elective		3
Hours		15
Total Hours		122