

# School of Business

## 2014-2015 Business Administration - Marketing Degree Plan

### FIRST YEAR - FRESHMAN

<u>Fall Semester</u>		<u>Spring Semester</u>	
BIOL	1-14 * Life Science**	ENG	1213 * Freshman Composition II
ENG	1113 * Freshman Composition I	PS	1113 * United States Government
KIN	2122 * Wellness <b>OR</b> Nutrition FCS 1513		1-14 * Physical Science**
MATH	1513 * College Algebra		---3 * Humanities-Western Civilization**
MIS	1903 * Computer Business Applications		---3 * Humanities-Cultural/Human Diversity**
UNIV	1001 * Freshman Seminar		

**16 or 17 TOTAL HOURS**

**16 TOTAL HOURS**

### SECOND YEAR - SOPHOMORE

<u>Fall Semester</u>		<u>Spring Semester</u>	
ACCT	2103 Financial Accounting	ACCT	2203 Managerial Accounting
BSEC	2603 Business & Economics Statistics I	ECON	2013 Principles of Microeconomics
ECON	2003 * Principles of Macroeconomics	UNIV	3001 * General Education Seminar
HIST	24-3 * United States History Survey**		---3 * Humanities & Social Sciences**
COMM	2253 * Communication in the Workplace		---6 Elective (6 hours)***

**15 TOTAL HOURS**

**16 TOTAL HOURS**

### THIRD YEAR - JUNIOR

<u>Fall Semester</u>		<u>Spring Semester</u>	
BUCOM	3133 Business Communication & Report Writing	MIS	3433 Management Information Systems
BUSLW	3213 The Legal Environment of Business	MKTG	3423 Integrated Marketing Communications (S)
FIN	3113 Financial Management	MGMT	3063 Production/Operations Management
MGMT	3013 Principles of Management	MKTG	3353 Retailing and eBusiness Management (S)
MKTG	3313 Principles of Marketing		---3 Choose from COMM 3243, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives)

**15 TOTAL HOURS**

**15 TOTAL HOURS**

### FOURTH YEAR - SENIOR

<u>Fall Semester</u>		<u>Spring Semester</u>	
BUS	4213 Business Ethics	BUS	4303 Business Strategy & Policy
BUS	4103 International Business	MKTG	4623 Marketing Analytics and Strategy (S)
MKTG	3813 Professional Selling (F)		---7 Elective (7 hour)***
MKTG	4413 Marketing Research (F)		
	---3 Choose from COMM 3243, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives)		---3 Choose from COMM 3243, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives)

**15 TOTAL HOURS**

**16 TOTAL HOURS**

**TOTAL DEGREE PLAN HOURS 124**

\*Denotes General Education Requirement

\*\*See current catalog "General Education Requirements" for selection

\*\*\*Minor (not required)/Electives (13 hours)

(F) Course normally taught in the fall semester only

(S) Course normally taught in the spring semester only