

## General Education Requirements (42 S.H.) COMMUNICATION SKILLS (3 S.H.) Choose one of the following: COM 160 Public Speaking, COM 161 Decision Making in Groups, or COM 162 Interpersonal Communication COM: WRITING INTENSIVE (W) All students must complete at least one writing intensive course. W courses can be found in several disciplines. The credits will be counted in the discipline associated with the course. NOTE: WRT 101 does not satisfy the writing intensive requirement. WRT 210 will meet this requirement. Course: Y/N **HUMANITIES (15 S.H.)** Including 3 of 7 fields: Communication, Fine and Applied Arts (NOTE: only one studio course accepted toward minimum), Humanistic Studies, Literature, Philosophy, History, and Foreign Language. NOTE: For Foreign Language courses you must complete Elementary II or higher before counting Elementary I as Humanities credit. WRT 210W Managerial Writing 3 3 Elective: 3 Elective: Elective: 3 Elective: 3 SOCIAL AND BEHAVIORAL SCIENCES (12 S.H.) PSY 100 Introduction to Psychology 3 ECO 211 Principles of Macroeconomics 3 3 ECO 213 Principles of Microeconomics Social Science Elective 3 NATURAL SCIENCES, MATHEMATICS AND COMPUTER SCIENCE (10 S.H.) Students must complete one lab science and and at least one math or computer science course in this category. NOTE: MAT100 does not satisfy this requirement. Select one: MAT 118, MAT 133, MAT 181 3 – 4 Lab Science Math/CS/Science Elective: 3

\* Overall minimum G.P.A. of 2.30 or better is required for all courses in program.

HPX 177 Fitness for Life — Lecture

HPX 177 Fitness for Life - Lab

**HEALTH PROMOTION AND EXERCISE SCIENCES (2 S.H.)** 

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## Major Requirements (33 S.H. BBA Core + 25 S.H. Marketing)\*

Need 2.0 overall G.P.A. in all <b>major</b> courses.		
BBA CORE REQUIREMENTS (33 S.H.)		
ACC 201 Financial Accounting	3	
ACC 202 Managerial Accounting	3	
ACC 340 Business Law <b>or</b> JLA 240 Commercial Law	3	
FIN 230 Business Statistics	3	
FIN 310 Principles of Finance	3	
MGT 250 Organizational Behavior	3	
MGT 320 Operations Management	3	
MGT 415 Strategic Management	3	
MIS 260 Information Systems Concepts	3	
MKT 200 Principles of Marketing	3	
MKT 201 Global Environment of Business	3	
MARKETING REQUIREMENTS (25 S.H.)*		
MKT 310 Consumer Behavior: Concepts, Research Methods and Applications	4	
MKT 315 Advertising and Integrated Marketing	4	
MKT 333 Sales Management	3	
MKT 415 Marketing Research: Methods & Application	4	
MKT 490 Marketing Management: Analysis, Planning and Implementation	4	
Marketing Elective (see approved list)	3	
Marketing Elective (see approved list)	3	
FREE ELECTIVES (20 S.H.)		
MKT 101 Orientation to the Ancell Undergraduate Business Program	1	

Free electives offer an opportunity to complete a minor, study a second language, study abroad, or participate in an internship. Make a plan.

## BBA: Marketing (120 S.H. required to complete the degree)

Four-Year Plan This is a sample sequence of courses. Other combinations are possible.



Pre-requisites are in parentheses; see catalog for details.

Class standing by credit: Freshman: 0-29 credits; Sophomore: 30-59 credits; Junior: 60-89 credits; Senior: 90+ credits

FIRST YEAR (30-31 S.H.)	SEMESTER 1 (13 S.H.)			SEMESTER 2 (15 — 16 S.H.)		
	WRT 101 Composition I or WRT 210W	3		Gen. Ed: COM 160, 161,or 162	3	
	MAT 100 <b>or</b> Gen Ed Math			MAT 118, 133 <b>or</b> 181	3 - 4	
	Gen Ed: PS 104 World Gov'ts, Economies & Culture	3		Gen Ed Humanities <b>or</b> WRT 210W	3	
	MIS 260 Information Systems Concepts	3		Gen Ed: PSY 100 Introduction to Psychology	3	
	MKT 101 Orientation to the Ancell Undergraduate Business Program	1		Gen Ed: Humanities	3	

.H.)	SEMESTER 3 (17 S.H.)			SEMESTER 4 (16 S.H.)		
	ACC 201 Financial Accounting	3		ACC 202 Managerial Accounting	3	
(33 S	ECO 211 Principles of Macroeconomics	3		Gen Ed: Humanities	3	
SECOND YEAR (	FIN 230 Business Statistics	3		ECO 213 Principles of Microeconomics	3	
	MGT 250 Organizational Behavior	3		MKT 201 (Sophomore Standing)	3	
	MKT 200 Principles of Marketing	3		Gen Ed: Lab Science	3 - 4	
55	HPX 177 Fitness for Life Lecture & Lab	2				

	SEMESTER 5 (16 S.H.)			SEMESTER 6 (16 S.H.)		
S.H.)	ACC 340 Business Law <b>or</b> JLA 240 Commercial Law	3		MKT 315 Advertising and Integrated Marketing	3	
(32 !	FIN 310 Principles of Finance*			MGT 320 Operations Management	3	
THIRD YEAR (	Gen Ed: Math/Science/CS	3		Marketing Elective (see approved list)	3	
	MKT 310 Consumer Behavior: Concepts, Research Methods and Applications	4		Elective	3	
	Elective	3		Elective	3	
	Complete a degree audit and plan for application for graduation					

-	SEMESTER 7 (16 S.H.)			SEMESTER 8 (16 S.H.)		
YEAR (32 S.H.	MKT 333	3		Marketing Elective (see approved list)	3	
	MKT 415	4		MKT 490 Marketing Management: Analysis, Planning and Implementation (Senior standing and GPA $\geq 2.3$ )	4	
	Elective	3		Elective	3	
FOURTH	MGT 415 Strategic Management	3		Elective	3	
Ĭ	Elective	3		Elective	3	

The number of free electives available will vary based on your initial math and writing placement tests. MAT100 and WRT101 if required, count as elective credit.

Approved Marketing Electives: MKT 322 Retailing Management, MKT 327 Direct/Interactive Marketing, MKT 380 Customer Relationship Management and Database Marketing, MKT 395 Advanced Advertising and Integrated Marketing Communications, MKT 398 Faculty Developed Study, MKT 399 Student Developed Study, MKT 411 E-Commerce and Internet Marketing, MGT 412 Product Development and Management, MKT 422 Global Marketing, MKT 455 Business Marketing, MKT 480 Selected Topics in Marketing