

B.S. Business Administration in Marketing

Sample Four-Year Schedule

Year 1

Fall	Spring
Intro to Business (MGT 101) Public Speaking (CMJ 103) Principles of Microeconomics (ECO 120) College Composition (ENG 101) General Psychology (PSY 100)	*Excel Fundamentals for Bus. Analytics (BIS 105) Digital Business Transformation (BIS 235) Principles of Macroeconomics (ECO 121) Math (MAT 115/116/126) Gen Ed: Western Cultural Tradition Application Science Course

Year 2

Fall	Spring
Principles of Financial Accounting (ACC 201) Legal Environment of Business (MGT 220) Statistics (STS 132) Gen Ed: Population & Environment English Elective	Principles of Managerial Accounting (ACC 202) Intro to Marketing (MKT 270) Principles of Mgt. and Organization (MGT 325) Gen Ed: Artistic & Creative Expression Lab Science Course

Year 3

Fall	Spring
Business and Technical Writing (ENG 317) Consumer Behavior (MKT 382) Business Finance (FIN 350) Gen Ed: Cultural Diversity Elective	Services Marketing (MKT 371) Intro to International Business (MGT 343) Marketing Elective Elective (2)

Year 4

Fall	Spring
Marketing Research (MKT 378) Production/Operations Mgt. (MGT 337) Elective (3)	Strategic Management (MGT 449) Managerial Marketing (MKT 480) Elective (4)

*One credit course

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