

**B.S. Business Administration in Marketing
Sample Four-Year Schedule**

Year 1

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

Year 2

Fall	Spring
Principals of Financial Accounting (ACC 201)	Principals of Managerial Accounting (ACC 202)
The Legal Environment of Business (MGT 220)	Marketing (MKT 270)
Statistics (STS 215/232)	Principles of Mgt. & Organization (MGT 325)
Gen Ed: Population & Environment	Gen Ed: Artistic & Creative Expression
English Elective	Lab Science Course

Year 3

Fall	Spring
Business & Technical Writing (ENG 317)	Excel Fundamentals for Bis Analytics (BIS 105) 1 cr
Consumer Behavior (MKT 382)	Services Marketing (MKT 371)
Business Finance (FIN 350)	Intro to International Business (MGT 343)
Gen Ed: Cultural Diversity	Marketing Elective
Elective	Elective (2)

Year 4

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