

# B.S. Business Administration in Marketing

## Sample Four-Year Schedule

Fall

YEAR 1

Spring

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

YEAR 2

Spring

<p>Principles of Financial Accounting (ACC 201)          Intro to Marketing (MKT 270)          Statistics (STS 132)          Gen Ed: Population &amp; Environment          *Professional Skills Course</p>	<p>Principles of Managerial Accounting (ACC 202)          Legal Environment of Business (MGT 220)          Principles of Mgt. and Organization (MGT 325)          Gen Ed: Artistic &amp; Creative Expression          Lab Science Course</p>
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Fall

YEAR 3

Spring

<p>Business and Technical Writing (ENG 317)          Consumer Behavior (MKT 382)          Business Finance (FIN 350)          Gen Ed: Cultural Diversity          *Professional Skills Course          Elective Course</p>	<p>Services Marketing (MKT 371)          Intro to International Business (MGT 343)          *Professional Skills Course          3 Elective Courses</p>
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Fall

YEAR 4

Spring

<p>Marketing Research (MKT 378)          Production/Operations Mgt. (MGT 337)          3 Elective Courses</p>	<p>Strategic Management (MGT 449)          Managerial Marketing (MKT 480)          4 Elective Courses</p>
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\*One credit course

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