

B.S. Business Administration in Marketing

Sample Four-Year Schedule

	Fall	Spring	Co-Curricular
Year 1	MGT 101: Intro to Business ECO 120: Principles of Microeconomics PSY 100: General Psychology MAT 115/116/126: Math Course Outside Elective	BIS 235: Digital Business Transformation ECO 121: Principles of Macroeconomics CMJ 103: Public Speaking ENG 101: College Composition Application Science Course	Revamp resume Create LinkedIn Participate in Professional Dev. Event (Personal Branding Days, Doing Business At Dinner, Internship Fair) Global Career Accelerator
Year 2	MGT 225: Principles of Management and Organization ACC 201: Principles of Financial Acc. MGT 220: Legal Environment of Business STS 132: Principles of Statistical Inference BUA 105: Excel Fundamentals* Professional Skill 1*	MKT 270: Intro to Marketing ACC 202: Principles of Managerial Accounting English Elective Lab Science General Elective	Update Handshake profile Attend Bear Treks Finalize major Summer internship or job
Year 3	MGT 337: Production and Operations Management MGT 343: Intro to International Business ENG 317: Business and Technical Writing MKT 382: Consumer Behavior Artistic & Creative Expression Gen. Ed.	FIN 350: Business Finance MKT 371 Services Marketing or MKT 385 Digital Marketing Analytics Cultural Diversity and International Perspective Gen. Ed. General Elective General Elective	Finalize resume and cover letter Update Handshake profile Study abroad or MBS travel study course Summer internship
Year 4	MKT 410: Marketing Intelligence Marketing Elective Population & Environment Gen. Ed. General Elective General Elective Professional Skill 2*	MGT 449: Strategic Management MKT 480: Managerial Marketing Western Cultural Traditions Gen. Ed. General Elective General Elective Professional Skill 3*	Start search for post-college job - Utilize Handshake - Start Early - Fall is Best Attend UMaine and MBS Career Fairs Secure the job

*One credit course

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