

Marketing Major Media Option (BBA)

Suggested Plan of Study

2020-2021 Catalog

Fall - Semester 1		Spring - Semester 2	
ENGL 1113 Composition I	3	ENGL 1123 Composition II	3
Mathematics (MATH 1023, MATH 1045 or MATH 1525)	3	Biological Science choice/Lab BIOL 1043/1041 or BIOL 1203/1201	4
FIN 2003 Personal Finance	3	*HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II or PSCI 2003 American Government: National	3
*HIST 1003 or 1013 World History I or II OR HIST 2013 or 2023 U.S. History I or II or PSCI 2003 American Government: National	3	Social Science choice (GEOG 2003, PSCI 2003, PSYC 2003, SOC 1003 or SOC 2003)	3
GSTD 1002 Freshman Seminar	2	IS 2053 Business Information Systems	3
Free Elective	1		
Total semester hours	15	Total semester hours	16
Fall - Semester 3		Spring - Semester 4	
Fine Arts/Humanities (ART 1103 or ART 2013, HUM 2003, ENGL 2213, ENGL 2223, MUS 2003 or MUS 2013, PHIL 2403, or THEA 2003)	3	Fine Arts/Humanities (ART 1103 or ART 2013, HUM 2003, ENGL 2213, ENGL 2223, MUS 2003 or MUS 2013, PHIL 2403, THEA 2003 or Foreign Language)	3
World Literature I/II (ENGL 2213 or ENGL 2223)	3	ACCT 2103 Principles of Accounting II	3
Physical Science choice/Lab (CHEM 1013/1011, CHEM 1023/1021, CHEM 1133/1131, GEOL 1003/1001, PHSC 2023/2021, PHYS 2003/2001, PHYS 2133/2131, or PHYS 2203/2201)	4	GBUS 2013 Quantitative Analysis I	3
ECON 2103 Principles of Microeconomics	3	ECON 2203 Principles of Macroeconomics	3
ACCT 2003 Principles of Accounting I	3	GBUS 2003 Legal Environment	3
Total semester hours	16	Total semester hours	15
Fall - Semester 5		Spring - Semester 6	
MKTG 3033 Principles of Marketing	3	MGMT 3073 Professional Communication Strategies	3
MKTG 3413 Social Media for Business	3	MKTG 4053 IMC	3
IS 3053 Managing Information Systems	3	FIN 3003 Financial Management	3
MGMT 2003 Business Communications	3	IS 3003 Website Development	3
ART 2123 Graphic Software Applications	3	GBUS 3183 Quantitative Analysis II	3
Total semester hours	15	Total semester hours	15
Fall - Semester 7		Spring - Semester 8	
MKTG 3063 Consumer Behavior	3	MGMT 4093 Management Strategy and Policy	3
MGMT 3023 Organizational Theory and Behavior	3	MGMT 4043, International Business or MGMT 4313, International Field Experience	3
MGMT 4063 Production and Operations Management	3	MKTG 4103 Marketing Management	3
MKTG 4023 Marketing Research	3	MKTG elective	3
Free Elective	3	Free elective	1
Total semester hours	15	Total semester hours	13

Total hours required for major - 120 hours

*Note: Must have six hours of history/government. Three hours must be World History I or II. Three hours must be U.S. History I, U.S. History II or American Government: National.

Marketing Electives

Offered each fall:	Offered each spring:
ART/MCOM 2123 Graphic Software Applications	ECON 4023 Free Enterprise Studies and Projects
IS 3013 Enterprise Information Systems Using SAP	IS 3003 Website Development for Business and Commerce
MGMT 4023 Entrepreneurship	MKTG 3983 Business Internship Marketing
MKTG 3983 Business Internship Marketing	MKTG 4073 Supply Chain Management
MKTG 4043 Retailing	