

Name _____

ID# _____

B.B.A. DEGREE - BUSINESS ADMINISTRATION MAJOR
MARKETING

Business Core (minimum grade of “C” or above)

PLG 241 Legal Environment of Business		BU 105 Fundamentals of Success in Business (1)	
MIS 160 (260) Spreadsheet Applications		EC 201 Principles of Economics I	
EC 202 Principles of Economics II		ACC 211 Principles of Accounting I	
ACC 212 Principles of Accounting II		BQA 345 (270) Advanced Statistical Analysis for Business	
FIN 355 Business Finance		MKT 361 Principles of Marketing	
MGT 333 Organizational Communication		MGT 381 Principles of Management	
MGT 385 Operations/Production Management		MGT 497 (463) Strategic Management	

Major Courses (minimum grade of “C” or above)

MKT 363 Integrated Marketing Communications		MKT 365 Retail Management	
MKT 370 Consumer Behavior		MKT 373 Personal Selling	
MGT 386 Human Resource Management		MKT 455 Internet Marketing	
MKT 490 Marketing Management		MKT 495 Marketing Research	

Select two Business Electives: 6 semester hours (ACC, BU, EC, ENT, FIN, MGT, MIS OR MKT—Excluding MIS 157 (257) (300 level or above - minimum grade of “C” or above)

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Other Required Course (minimum grade of “C” or above)

MA 123 Statistics or BQA 170 Business Statistics	
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General Electives (as needed to complete hours for degree requirements)

Comprehensive Exit Exam		Exit Questionnaire	
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Total Degree hours required = 120 semester hours

Audited:
