# Marketing, B.B.A.

The following is a hypothetical schedule for a Bachelor of Business Administration degree for a Marketing major. It is based on the 2012-2013 Catalog. It assumes no transferred credits, no requirements waived by placement tests, and no courses taken in the summer. The College of Business and Department of Management and Marketing cannot guarantee that all courses will be offered as shown, but it will provide a range of courses that will enable prepared students to fulfill their requirements in a four-year period.

The order shown in this suggested plan of required courses may vary depending on your personal circumstances as well as university circumstances.

## First Year

<table>
<thead>
<tr>
<th>FIRST SEMESTER</th>
<th>SECOND SEMESTER</th>
</tr>
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<tbody>
<tr>
<td><strong>Subj/Area/Course</strong></td>
<td><strong>Title</strong></td>
</tr>
<tr>
<td>ENGL 110</td>
<td>Intro to College Writing</td>
</tr>
<tr>
<td>ECON 103</td>
<td>Principles of Microeconomics</td>
</tr>
<tr>
<td>MATH 109</td>
<td>Algebra for Calculus (if needed)</td>
</tr>
<tr>
<td>GE</td>
<td>IV – Humanities/FC</td>
</tr>
<tr>
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## Second Year

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<tr>
<td><strong>Subj/Area/Course</strong></td>
<td><strong>Title</strong></td>
</tr>
<tr>
<td>ACCT 201</td>
<td>Principles of Accounting I</td>
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<tr>
<td>CJ 202</td>
<td>Fundamentals of Speech</td>
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<td>BCOM 206</td>
<td>Business Writing</td>
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<tr>
<td>MATH 246</td>
<td>Elementary Statistics</td>
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## Third Year

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<tr>
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<tr>
<td>BSAD 380</td>
<td>Applied Quantitative Methods</td>
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<td>BSAD 300</td>
<td>Diversity in the Workplace</td>
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<tr>
<td>BSAD 305</td>
<td>Legal &amp; Regulatory Environ.</td>
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<tr>
<td>MKTG 340</td>
<td>Organizational Behavior</td>
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<tr>
<td>MKTG 330</td>
<td>Principles of Marketing</td>
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## Fourth Year

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<tr>
<td>MKTG 338</td>
<td>Marketing Analytics and Technology</td>
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