

## Business Administration - Marketing Roadmap

<b>Program</b>	<b>Bachelor of Science: Business Administration w/Marketing Emphasis</b>
<b>Total Credits</b>	120
<b>Catalog</b>	2023-2024

The plan below is **one** of several possible ways for you to complete this degree.

Your individualized plan may look different if you have already fulfilled some requirements.

Your Financial Aid Award may require additional term credits for full-time funding.

You must complete all university and program requirements successfully to complete this degree (GPA, 120 credits, LASC, WI, residency)

Curriculum	Course	Course Title	Credits	Take When	Total Credits
------------	--------	--------------	---------	-----------	---------------

120.00

**1st Year**

Related Requirement:	First-Year Experience Course	FYE 101	First-Year Experience	1.00	1st Fall	16.00
	LASC 5	PSY 113/SOC 110	General Psychology or Intro to Sociology	3.00	1st Fall	
	LASC 1B	ENGL 101	English Composition	3.00	1st Fall	
	LASC 1A	COMM 100	Speech Communication	3.00	1st Fall	
	LASC 2			3.00	1st Fall	
General Elective/Minor Course:				3.00	1st Fall	
Related Requirement:	LASC 4	MATH 234	Intro to Probability & Stats	3.00	1st Spring	15.00
Related Requirement:		CSIS 104	Spreadsheet & Database Applications	3.00	1st Spring	
	LASC 3			3.00	1st Spring	
	LASC 6/WI			3.00	1st Spring	
	LASC 7			3.00	1st Spring	

**2nd Year**

Core Requirement:	ACCT 230	Principles of Accounting I	Principles of Accounting I	3.00	2nd Fall	15.00
Related Requirement:	LASC 4	MATH 227 or 229	Calculus	3.00	2nd Fall	
Related Requirement:	LASC 5	ECON 202	Microeconomics	3.00	2nd Fall	
	LASC 3			3.00	2nd Fall	
Writing Intensive:	200-level or higher			3.00	2nd Fall	
Core Requirement:	ACCT 231	Principles of Accounting II	Principles of Accounting II	3.00	2nd Spring	15.00
Related Requirement:	LASC 5	ECON 204	Macroeconomics	3.00	2nd Spring	
	LASC 8			3.00	2nd Spring	
	LASC 10/WI			3.00	2nd Spring	
General Elective/Minor Course:				3.00	2nd Spring	

**3rd Year**

Core Requirement:	ACCT 280	Legal Environment of Business	Legal Environment of Business	3.00	3rd Fall	15.00
Core Requirement:	MGMT 260	Principles of Management	Principles of Management	3.00	3rd Fall	
Core Requirement:	MKTG 270	Principles of Marketing	Principles of Marketing	3.00	3rd Fall	
Core Requirement:	FINC 340	Financial Management	Financial Management	3.00	3rd Fall	
Related Requirement:	LASC 6 and 9	PHIL 312	Business Ethics	3.00	3rd Fall	
Core Requirement:	MGMT 371	Intro to Business Analytics	Intro to Business Analytics	3.00	3rd Spring	15.00
Emphasis Requirement:	MKTG 311	Marketing Management	Marketing Management	3.00	3rd Spring	
Emphasis Requirement:	MGMT 433/451/465	Management Course	Management Course	3.00	3rd Spring	
Related Requirement:	WI for major	COMM 301 or ENGL 387	Business Comm or Tech Report Writing	3.00	3rd Spring	
General Elective/Minor Course:				3.00	3rd Spring	

**4th Year**

Emphasis Requirement:	MKTG 421	Consumer Behavior	Consumer Behavior	3.00	4th Fall	15.00
Core Requirement:	MGMT 380	Operations Management	Operations Management	3.00	4th Fall	
Emphasis Requirement:	MKTG 444	International Marketing	International Marketing	3.00	4th Fall	
Emphasis Requirement:	FINC 325/360	Finance Course	Finance Course	3.00	4th Fall	
Emphasis Requirement:		Business Elective (300-level or above not MKTG)	Business Elective (300-level or above not MKTG)	3.00	4th Fall	
Core Requirement:	MGMT 498	Strategic Management	Strategic Management	3.00	4th Spring	14.00
Emphasis Requirement:	MKTG 419/451/452	Quantitative Marketing Course	Quantitative Marketing Course	3.00	4th Spring	
Restricted Elective:	MKTG ***	Marketing Elective	Marketing Elective	3.00	4th Spring	
General Elective/Minor Course:				3.00	4th Spring	
General Elective/Minor Course:				2.00	4th Spring	