

Marketing, B.B.A.
Michael J. Coles College of Business
8 Semester Plan

Year 1 - Fall (15 credits)	Credits	Year 1 - Spring (15 credits)	Credits
ENGL 1101- Composition I [A1]	3	ENGL 1102- Composition II [A1]	3
MATH 1111- College Algebra [A2]	3	General Education- Applied Math [D1]	3
ECON 1000- Contemporary Economic Issues [B1]	2	BUSA 2150- Discovering My Major & Career †	0
General Education- Cultural Perspectives [B2]	3	ACCT 2101- Principles of Accounting I Δ	3
General Education- Science Processes (Non-STEM) [D2]	4	ECON 2105- Principles of Macroeconomics Δ	3
		BLAW 2200- Legal & Ethical Environment of Business	3
TOTAL	15	TOTAL	15
Year 2 - Fall (15 credits)	Credits	Year 2 - Spring (15 credits)	Credits
General Education- Literature of the World [C1]	3	General Education- Arts & Culture of the World [C2]	3
General Education- Science Processes (Non-STEM) [D2]	3	General Education- World History [E3]	3
ACCT 2102- Principles of Accounting II Δ	3	General Education- Social Sciences [E4]	3
ECON 2106- Principles of Microeconomics Δ	3	POLS 1101- American Government [E1]	3
IS 2200- Information Systems & Communication Δ	3	BUSA 3150- Developing My Career Essentials	0
		ECON 2300- Business Statistics Δ	3
TOTAL	15	TOTAL	15
		Apply for Admission to Coles after ECON 2300 grade is posted. The application is accessed online in your Owl Express account.	
Year 3 - Fall (15 credits)	Credits	Year 3 - Spring (15 credits)	Credits
General Education- U.S. History [E2]	3	BUSA 4150- Driving My Success	0
FIN 3100- Principles of Finance	3	ECON 3300- Applied Statistical & Optimization Models	3
IS 3100- Information Systems Management	3	MGT 3200- Operations Management	3
MGT 3100- Management & Behavioral Sciences	3	MKTG 3150- Consumer Behavior	3
MKTG 3100- Principles of Marketing †	3	MKTG 3410- Professional Selling	3
		MKTG 4100- Marketing Research	3
TOTAL:	15	TOTAL:	15
Year 4 - Fall (15 credits)	Credits	Year 4 - Spring (15 credits)	Credits
MGT 4199- Strategic Management	3	MKTG 4990- Marketing Strategy	3
MKTG 4820- International Marketing	3	Major Field Elective (4 of 4)	3
Major Field Elective (1 of 4)	3	Business Elective (1 of 3)	3
Major Field Elective (2 of 4)	3	Business Elective (2 of 3)	3
Major Field Elective (3 of 4)	3	Business Elective (3 of 3)	3
TOTAL:	15	TOTAL:	15

Program Total: 120 Credit Hours

Δ [Sophomore GPA Course](#)

***Recommended General Education Course**

†**Milestone**

This academic map is a suggested four-year schedule of courses based on degree requirements in the undergraduate catalog. This sample schedule serves as a general guideline to help build a full schedule each term. Missing milestones could delay your program. Also see the current undergraduate catalog for a complete list of requirements, electives, and pre-requisites. This map is not a substitute for academic advisement. Note: Requirements are continually under revision, and there is no guarantee they will not be changed or revoked; contact the department and/or program area for current information.