

B.S.B.A. in Marketing (Minor Required)

FOUR YEAR CURRICULUM GUIDE (beginning with 2021 catalog)

DEPARTMENT OF: Hospitality Management/Fashion Merchandising/Marketing/Sport Management

Year 1 Fall Semester			Year 1 Spring Semester		
Course #	Title	Cr.	Course #	Title	Cr.
ENG 101	English Composition I (Core 1)	3	ENG 102	English Composition II (Core 4)	3
MKT 233	Principles of Marketing	3	CORE	Institutional Requirement (Core 5)	3
IS 221	Information Technology	3	MGT 240	Intro to Management	3
CORE	Institutional Requirement (Core 2)	3	ECON 232	Microeconomics (Core 6)	3
CORE	Institutional Requirement (Core 3)	3	CORE	Institutional Requirement (Core 7)	3
	TOTAL	15		TOTAL	15

Year 2 Fall Semester			Year 2 Spring Semester		
Course #	Title	Cr.	Course #	Title	Cr.
ACCT 201	Financial Accounting	3	ACCT 202	Managerial Accounting	3
Math 108	Introductory Statistics (Core 8)	3	MGT 319	Operations Management	3
ECON 233	Macroeconomics	3	MAJOR	Major Elective (1)	3
CORE	Institutional Requirement (Core 9)	3	MINOR	Minor Course (1)	3
CORE	Institutional Requirement (Core 10)	3	CORE	Institutional Requirement (Core 11)	3
	TOTAL	15		TOTAL	15

Year 3 Fall Semester			Year 3 Spring Semester		
Course #	Title	Cr.	Course #	Title	Cr.
FIN 228	Financial Management	3	MGT 323	Business Communication	3
MKT 311	Market Analysis & Research	3	CORE	Institutional Requirement (Core 13)	3
MINOR	Minor Course (2)	3	MKT 313	Salesmanship	3
CORE/CCI*	Institutional Requirement (Core 12)	3	MKT 403	Digital Marketing	3
MKT 326	Consumer Behavior	3	BUS 339	Business Internship/Major Elective (2)	3
	TOTAL	15		TOTAL	15

Year 4 Fall Semester			Year 4 Spring Semester		
Course #	Title	Cr.	Course #	Title	Cr.
MGT 401	Business Law I	3	MGT 499	Senior Assessment	1
MAJOR	Major Elective (3)	3	MGT 489	Senior Seminar	3
MKT 411	Marketing Management	3	MAJOR	Major Elective (5)	3
MINOR	Minor Course (3)	3	MINOR	Minor Course (4)	3
MAJOR	Major Elective (4)	3	CORE	Institutional Requirement (Core 14)	3
			CORE	Institutional Requirement (Core 15)	2
	TOTAL	15		TOTAL	15

120 hours

This plan accommodates any 12 semester hour minor.

Refer to catalog for specific guidelines/course options for Institutional Requirements (CORE). Refer to program evaluation for verification of program progress. Rev 4/14/21