# MARKETING, BBA

## Course Sequencing

### First Year

#### Fall
- **BUSI 0011**: COB Orientation (0 hours)
- **Creative Arts Core Requirement**: 3 hours
- **ECON 2301**: Macroeconomics Principles (3 hours)
- **HIST 1301**: U.S. History to 1865 (3 hours)
- **ENGL 1301**: Writing and Rhetoric I (3 hours)
- **Life & Physical Science Core Requirement**: 3 hours
- **UNIV 1101**: University Seminar I (1 hour)

**Hours**: 16

#### Spring
- **COMM 1311**: Foundation of Communication (3 hours)
- **HIST 1302**: U.S. History Since 1865 (3 hours)
- **ECON 2302**: Microeconomics Principles (3 hours)
- **Language, Philosophy & Culture Core Requirement**: 3 hours
- **MATH 1324**: Mathematics for Business and Social Sciences (3 hours)
- **UNIV 1102**: University Seminar II (1 hour)

**Hours**: 16

### Second Year

#### Fall
- **ACCT 2301**: Financial Accounting (3 hours)
- **Business Elective**: 3 hours
- **Component Area Option Core Requirement**: 3 hours
- **MATH 1325**: Calculus for Business & Social Sciences (3 hours)
- **POLS 2305**: U.S. Government and Politics (3 hours)

**Hours**: 15

#### Spring
- **ACCT 2302**: Managerial Accounting (3 hours)
- **Component Area Option Core Requirement**: 3 hours
- **Life & Physical Science Core Requirement**: 3 hours
- **MISY 2305**: Computer Applications in Business (3 hours)
- **POLS 2306**: State and Local Government (3 hours)

**Hours**: 15

### Third Year

#### Fall
- **MKTG 3310**: Principles of Marketing (3 hours)
- **MGMT 3310**: Principles of Management (3 hours)
- **MGMT 3315**: Business Communications (3 hours)
- **FINA 3310**: Financial Management (3 hours)
- **ORMS 3310**: Data Analysis and Statistics (3 hours)

**Hours**: 15

#### Spring
- **BLAW 3310**: Legal Environment of Business (3 hours)
- **MISY 3310**: Management Information Systems Concepts (3 hours)
- **International Business Course**: 3 hours
- **MKTG 3315**: Advertising and Promotional Strategy (3 hours)

**Hours**: 15

### Fourth Year

#### Fall
- **OPSY 4314**: Operations Management (3 hours)
- **MKTG 3333**: Digital Marketing (3 hours)
- **Marketing Elective**: 3 hours
- **MKTG 4350**: Marketing Strategy (3 hours)
- **Upper-Level Business Elective**: 3 hours

**Hours**: 15

#### Spring
- **Marketing Elective**: 3 hours
- **Non-Business Elective**: 3 hours
- **Upper-level Business Elective**: 3 hours
- **Marketing Elective**: 3 hours
- **MGMT 4388**: Business Strategy (3 hours)

**Hours**: 15

**Total Hours**: 122