

# MARKETING, BBA

## Course Sequencing

### First Year

Fall		Hours
BUSI 0011	COB Orientation	0
Creative Arts Core Requirement		3
ECON 2301	Macroeconomics Principles	3
HIST 1301	U.S. History to 1865	3
ENGL 1301	Writing and Rhetoric I	3
Life & Physical Science Core Requirement		3
UNIV 1101	University Seminar I	1
<b>Hours</b>		<b>16</b>

### Spring

COMM 1311	Foundation of Communication	3
HIST 1302	U.S. History Since 1865	3
ECON 2302	Microeconomics Principles	3
Language, Philosophy & Culture Core Requirement		3
MATH 1324	Mathematics for Business and Social Sciences	3
UNIV 1102	University Seminar II	1
<b>Hours</b>		<b>16</b>

### Second Year

Fall		Hours
ACCT 2301	Financial Accounting	3
Business Elective		3
Component Area Option Core Requirement		3
MATH 1325	Calculus for Business & Social Sciences	3
POLS 2305	U.S. Government and Politics	3
<b>Hours</b>		<b>15</b>

### Spring

ACCT 2302	Managerial Accounting	3
Component Area Option Core Requirement		3
Life & Physical Science Core Requirement		3
MISY 2305	Computer Applications in Business	3
POLS 2306	State and Local Government	3
<b>Hours</b>		<b>15</b>

### Third Year

Fall		Hours
MKTG 3310	Principles of Marketing	3
MGMT 3310	Principles of Management	3
MGMT 3315	Business Communications	3
FINA 3310	Financial Management	3
ORMS 3310	Data Analysis and Statistics	3
<b>Hours</b>		<b>15</b>

### Spring

BLAW 3310	Legal Environment of Business	3
MISY 3310	Management Information Systems Concepts	3
International Business Course		3
MKTG 3315	Advertising and Promotional Strategy	3

MKTG 3330	Consumer Behavior	3
<b>Hours</b>		<b>15</b>

### Fourth Year

#### Fall

OPSY 4314	Operations Management	3
MKTG 3333	Digital Marketing	3
Marketing Elective		3
MKTG 4350	Marketing Strategy	3
Upper-Level Business Elective		3

**Hours 15**

#### Spring

Marketing Elective		3
Non-Business Elective		3
Upper-level Business Elective		3
Marketing Elective		3
MGMT 4388	Business Strategy	3

**Hours 15**

**Total Hours 122**