School of Business

2009-2010 Business Administration- Marketing Degree Plan

FIRST YEAR - FRESHMAN

Fall	Semester			Spring	Semester		
BIOL	1-14	*	Life Science**	COMM	1113	*	Fundamentals of Speech
ENG	1113	*	Freshman Composition I	ENG	1213	*	Freshman Composition II
KIN	2212	*	Wellness **OR** Nutrition FCS 1513	PS	1113	*	United States Government
MATH	1513	*	College Algebra OR MATH 2613		1-14	*	Physical Science**
MIS	1903	*	Computer Business Applications		---3	*	Humanities-Western Civilization**
UNIV	1001	*	Freshman Seminar				
16 or 17			**TOTAL HOURS**	**16**			**TOTAL HOURS**

SECOND YEAR - SOPHOMORE

Fall	Semester			Spring	Semester		
ACCT	2103		Financial Accounting	ACCT	2203		Managerial Accounting
BSEC	2603		Business & Economics Statistics I	ECON	2013		Principles of Micro Economics
ECON	2003	*	Principles & Problems of Economics	UNIV	3001	*	General Education Seminar
HIST	24-3	*	United States History Survey**		---3	*	Humanities & Social Sciences**
	---3	*	Humanities-Cultural/Human Diversity**		---6		Elective (6 hours)
15			**TOTAL HOURS**	**16**			**TOTAL HOURS**

THIRD YEAR - JUNIOR

Fall	Semester		Spring	Semester	
BUCOM	3133	Business Communication & Report Writing	MIS	3433	Management Information Systems
BUSLW	3213	The Legal Environment of Business	MKTG	4323	Promotional Policies in Marketing
FIN	3113	Financial Management	MGMT	3063	Production/Operations Management
MGMT	3013	Principles of Management		---3	Choose one: ENTR 3303, MKTG 3323 or MKTG 3353
MKTG	3313	Principles of Marketing		---3	Business Upper Level Elective (3 hours)
15		**TOTAL HOURS**	**15**		**TOTAL HOURS**

FOURTH YEAR - SENIOR

Fall	Semester		Spring	Semester	
BUS	3203	Business Ethics	BUS	4303	Business Strategy & Policy
BUS	4103	International Business	MKTG	4423	Marketing Management
MKTG	3813	Professional Selling		---3	Business Upper Level Elective (3 hours)
MKTG	4413	Marketing Research		---7	Elective (7 hour)
	---3	Business Upper Level Elective (3 hours)			
15		**TOTAL HOURS**	**16**		**TOTAL HOURS**

TOTAL DEGREE PLAN HOURS 124

*Denotes General Education Requirement

**See current catalog "General Education Requirements" for selection