School of Business

2008-2009 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