

# School of Business

## 2007-2008 Business Administration- Marketing Degree Plan

### FIRST YEAR - FRESHMAN

<u>Fall Semester</u>	<u>Spring Semester</u>
---3 Elective (3 hours)	ENG 1213 * Freshman Composition II
ENG 1113 * Freshman Composition I	COMM 1113 * Fundamentals of Speech
MATH 1513 * College Algebra OR MATH 2613	1-14 * Physical Science**
MIS 1903 * Computer Business Applications	PS 1113 * United States Government
UNIV 1001 * Freshman Seminar	---3 * Humanities-Western Civilization**
BIOL 1-14 * Life Science**	
<b>17 TOTAL HOURS</b>	<b>16 TOTAL HOURS</b>

### SECOND YEAR - SOPHOMORE

<u>Fall Semester</u>	<u>Spring Semester</u>
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
---3 * Humanities-Cultural/Human Diversity**	KIN 2212 * Wellness <b>OR</b> Nutrition FCS 1513
HIST 24-3 * United States History Survey**	---3 * Humanities & Social Sciences**
	---3 Elective (3 hours)
<b>15 TOTAL HOURS</b>	<b>15 or 16 TOTAL HOURS</b>

### THIRD YEAR - JUNIOR

<u>Fall Semester</u>	<u>Spring Semester</u>
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	---6 Business Upper Level Elective (6 hours)
MKTG 3313 Principles of Marketing	
<b>15 TOTAL HOURS</b>	<b>15 TOTAL HOURS</b>

### FOURTH YEAR - SENIOR

<u>Fall Semester</u>	<u>Spring Semester</u>
MKTG 3813 Professional Selling	BUS 4103 International Business
MKTG 4413 Marketing Research	BUS 4303 Business Strategy & Policy
BUS 3203 Business Ethics	MKTG 4423 Marketing Management
---3 Choose one: MKTG 3323, 3353 <b>or</b> ENTR 3303	---3 Business Upper Level Elective (3 hours)
---3 Elective (3 hours)	---4 Elective (4 hour)
<b>15 TOTAL HOURS</b>	<b>16 TOTAL HOURS</b>

**TOTAL DEGREE PLAN HOURS 124**

\*Denotes General Education Requirement

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