

# Stonecipher School of Business

## 2020-2021 Business Administration - Marketing Degree Plan

### FIRST YEAR - FRESHMAN

**Fall Semester**

**Spring Semester**

|   |  |
|---|--|
| BUS 1113 Foundations of Business                                | BIOL 1-14 * Life Science**                 |
| ENG 1113 * Freshman Composition I                               | ENG 1213 * Freshman Composition II         |
| MATH 1613 * Functions and Modeling OR MATH 1513 College Algebra | PS 1113 * United States Government         |
| MIS 1903 * Computer Business Applications                       | -3 * Humanities-Western Civilization**     |
| UNIV 1001 * Freshman Seminar                                    | -3 * Humanities-Cultural/Human Diversity** |
| 1-14 * Physical Science**                                       |  |

**17 TOTAL HOURS**

**16 TOTAL HOURS**

### SECOND YEAR - SOPHOMORE

**Fall Semester**

**Spring Semester**

|  |  |
|--|--|
| ACCT 2103 Financial Accounting             | ACCT 2203 Managerial Accounting                  |
| BSEC 2603 Business & Economic Statistics   | ECON 2013 Principles of Microeconomics           |
| COMM 2253 * Communication in the Workplace | KIN 2212 * Wellness OR Basic Nutrition HHFS 1513 |
| ECON 2003 * Principles of Macroeconomics   | -3 * Humanities & Social Sciences**              |
| HIST 24-3 * United States History Survey** | -3 Elective (3 hours)***                         |

**15 TOTAL HOURS**

**14 OR 15 TOTAL HOURS**

### THIRD YEAR - JUNIOR

**Fall Semester**

**Spring Semester**

|   |   |
|---|---|
| BUCO 3133 Business Communication & Report Writing | MGM 3063 Production/Operations Management   |
| M   | T   |
| BUSLW 3213 The Legal Environment of Business      | MIS 3433 Management Information Systems   |
| FIN 3113 Financial Management                     | MKTG 3333 Digital Marketing (S)   |
| MGMT 3013 Principles of Management                | MKTG 3813 Professional Selling (S)  |
| MKTG 3313 Principles of Marketing                 | -3 Choose from COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives) |

**15 TOTAL HOURS**

**15 TOTAL HOURS**

### FOURTH YEAR - SENIOR

**Fall Semester**

**Spring Semester**

|   |   |
|---|---|
| BUS 4103 Global Business  | BUS 4303 Business Strategy & Policy   |
| BUS 4213 Business Ethics  | MKTG 4623 Marketing Analytics and Strategy (S)  |
| MKTG 3423 Integrated Marketing Communications (F)   | -8 Electives (8 Hours)***   |
| MKTG 4413 Marketing Research (F)  | -3 Choose from COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives) |
| -3 Choose from COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives) |   |

**15 TOTAL HOURS**

**17 TOTAL HOURS**

### TOTAL DEGREE PLAN HOURS 124

\*Denotes General Education Requirement      \*\*See current catalog "General Education Requirements" for selection      \*\*\*Minor (not required)/Electives (11 hours)

(F) Course normally taught in the fall semester only; (S) Course normally taught in the spring semester only