

# Stonecipher School of Business

## 2022-2023 Business Administration - Marketing Degree Plan

### FIRST YEAR - FRESHMAN

<u>Fall Semester</u>	<u>Spring Semester</u>
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	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

<u>Fall Semester</u>	<u>Spring Semester</u>
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

<u>Fall Semester</u>	<u>Spring Semester</u>
BUCOM 3133 Business Communication & Report Writing	MGMT 3063 Production/Operations Management
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

<u>Fall Semester</u>	<u>Spring Semester</u>
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