

Degree Plan: BBA in Marketing

Freshman Year

Fall			Hours	Spring			Hours
ENGL	1301	3		ENGL	1302	3	
MATH	1324	3		MATH	1325	3	
COMM	1315	3		HIST	1302	3	
HIST	1301	3		Visual/Performing Art		3	
Lab Science		4		Lab Science		4	
Total Hours			16				16

Sophomore Year

Fall			Hours	Spring			Hours
ACCT	2301	3		ACCT	2302	3	
COSC	1335	3		ECON	2302	3	
ECON	2301	3		PLSC	2306	3	
PLSC	2305	3		MNGT	2342	3	
PSYC	1301	3		SOCI	1301	3	
Total Hours			15				15

Junior Year

Fall			Hours	Spring			Hours
MNGT	3310	3		ACCT	3333	3	
MNGT	3311	3		MRKT	3307	3	
MRKT	3300	3		MRKT	Elective	3	
English Literature		3		MNGT	3340	3	
FINA	3320	3		MNGT	3324	3	
Total Hours			15				15

Senior Year

Fall			Hours	Spring			Hours
MRKT	4312	3		MRKT	4314	3	
MRKT	3315	3		MRKT Elective		3	
ECON Elective		3		Business Elective		3	
Business Elective		3		MNGT	4375	3	