

Program Completion Plan (Four-Year Plan with Summers)

Department: MARKETING & MANAGEMENT Degree: BBA
 Program/Major: MARKETING
 Track/Emphasis: _____
 Does this program require a minor? (Yes/No) No

Important program information in the online *Undergraduate Bulletin*:

This degree program requires a total of 124 semester credit hours, including at least 40 upper-division credit hours.

Year 1					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
WRTG 1310	3	WRTG 1320	3		
Gen Ed (Soc Sci) ¹	3	SPCH 1300	3		
Gen Ed	3	MATH 1390	3		
Gen Ed	3	Gen Ed	3		
Gen Ed	3	Gen Ed or Gen Ed (Nat Sci)	3/4		
Total credits	15	Total credits	15/16	Total credits	

Year 2					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
ACCT 2310	3	ACCT 2311	3		
ECON 2320 or 2321	3	ECON 2320 or 2321	3		
MATH 1395	3	QMTM 2330	3		
Gen Ed	3	MIS 2343	3		
Gen Ed or Gen Ed (Nat Sci)	3/4	Gen Ed or Gen Ed (Nat Sci)	3/4		
Total credits	15/16	Total credits	15/16	Total credits	

Year 3					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
ACCT 2321	3	FINA 3330	3		
ECON 2310 ²	3	MGMT 3344	3		
MGMT 2301	3	Gen Ed	3		
MGMT 3340 ³	3	MKTG 4354	3		
MKTG 3350	3	MKTG ELECTIVE	3		
Elective	1				
Total credits	16	Total credits	15	Total credits	

Year 4					
Fall		Spring		Summer	
Course	SCH	Course	SCH	Course	SCH
MIS 3321	3	MGMT 4347	3		
MKTG 4353	3	MKTG 4355	3		
MARKETING ELECTIVE	3	MARKETING ELECTIVE	3		
MARKETING ELECTIVE	3	MARKETING ELECTIVE	3		
Elective	3	Elective	3		
Elective	1				
Total credits	16	Total credits	15	Total credits	

Notes

¹ This Gen Ed (Soc Sci) may not be an Economics class.

² ECON 2310 counts as Gen Ed (Soc Sci).

³ MGMT 3340, 3344, MKTG 3350 and FINA 3330 require completion of ACCT 2310, 2311, ECON 2320, 2321 and QMTH 2330.