

## 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) <sup>1</sup> | 3         | SPCH 1300             | 3         |                      |     |
| Gen Ed                        | 3         | MATH 1390             | 3         |                      |     |
| Gen Ed                        | 3         | Gen Ed                | 3         |                      |     |
| Gen Ed                        | 3         | Biological Science EL | 4         |                      |     |
|                               |           |                       |           |                      |     |
|                               |           |                       |           |                      |     |
| <b>Total credits</b>          | <b>15</b> | <b>Total credits</b>  | <b>16</b> | <b>Total credits</b> |     |

| 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         |                      |     |
| Physical Science Elective | 4         | Gen Ed               | 3         |                      |     |
|                           |           |                      |           |                      |     |
|                           |           |                      |           |                      |     |
| <b>Total credits</b>      | <b>16</b> | <b>Total credits</b> | <b>15</b> | <b>Total credits</b> |     |

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

| 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         |                      |           |                      |     |
|                      |           |                      |           |                      |     |
|                      |           |                      |           |                      |     |
|                      |           |                      |           |                      |     |
| <b>Total credits</b> | <b>15</b> | <b>Total credits</b> | <b>12</b> | <b>Total credits</b> |     |

**TOTAL HOURS 120**

### Notes

<sup>1</sup> This Gen Ed (Soc Sci) may not be an Economics class.

<sup>2</sup> ECON 2310 counts as Gen Ed (Soc Sci).

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