

**B.S. IN BUSINESS ADMINISTRATION - MARKETING – 120 CREDIT HOURS  
2021-**

<b>Student's Name:</b>				<b>Banner ID:</b>				<b>Advisor:</b>			
<b>Evaluation Date:</b>				<b>Total Hrs. GPA:</b>				<b>Expected Graduation Year:</b>			
<b>Freshman Year</b>				<b>Freshman Year</b>							
<b>First Semester</b>		Cr.	Date	<b>Second Semester</b>		Cr.	Date				
Course & No.	Hrs	Completed	Grade	Course & No.	Hrs	Completed	Grade				
UNIV 101 Freshman Seminar I <sup>1</sup>	1			UNIV 102 Freshman Seminar I <sup>1</sup>	1						
ENGL 110 Engl. Comp. I	3			ENGL 120 Eng. Comp. II	3						
PHIL 110 Critical Thinking <sup>2</sup>	3			Natural Science Elective <sup>4</sup>	4						
MATH 123 College Algebra <sup>3</sup>	4			ENTR 100 Entrepreneurial Thinking <sup>6</sup>	2						
BADM 210 Intro. Global Bus. Envir <sup>5</sup>	3			Humanities/Fine Arts Requirement <sup>8</sup>	3						
				<b>Free Elective</b>	2						
<b>TOTAL</b>	14			<b>TOTAL</b>	15						
<b>Sophomore Year</b>				<b>Sophomore Year</b>							
<b>First Semester</b>		Cr.	Date	<b>Second Semester</b>		Cr.	Date				
Course & No.	Hrs	Completed	Grade	Course & No.	Hrs	Completed	Grade				
ACCT 211 Prin. of Accounting I	3			ACCT 212 Prin. of Accounting II	3						
BADM 214 OR MIS 211	3			ECON 212 Prin. of Microeco	3						
BADM 220 Ethics&Citizenship <sup>2,7</sup>	3			BADM 216 Stats for Bus. & Econ	4						
Natural Science Elective <sup>4</sup>	3			BADM 215 Business Communica <sup>9</sup>	3						
ECON 211 Prin. of Macroecono.	3			BADM 209 Legal Enviro. of Bus	3						
<b>TOTAL</b>	15			<b>TOTAL</b>	16						
<b>Junior Year</b>				<b>Junior Year</b>							
<b>First Semester</b>		Cr.	Date	<b>Second Semester</b>		Cr.	Date				
Course & No.	Hrs	Completed	Grade	Course & No.	Hrs	Completed	Grade				
ENGL 344 Business Writing	3			MIS 300 Info Sys. Theory & Prac	3						
FINC 311 Prin. of Finance	3			MGMT 335 Operations Mgmt.	3						
MGMT 311 Prin. of Management	3			MKTG 322 Advertising	3						
MKTG 311 Prin. of Marketing	3			MKTG Elective	3						
<b>Free Elective</b>	3			<b>Free Elective</b>	3						
<b>TOTAL</b>	15			<b>TOTAL</b>	15						
<b>Senior Year</b>				<b>Senior Year</b>							
<b>First Semester</b>		Cr.	Date	<b>Second Semester</b>		Cr.	Date				
Course & No.	Hrs	Completed	Grade	Course & No.	Hrs	Completed	Grade				
Any 300-400 Econ Elec.	3			MGMT 470 Strategic Mgmt	3						
MKTG 331 Consumer Behavior	3			MKTG 421 International MKTG	3						
MKTG 333 Soc Media & Digital Mktg	3			MKTG Elective	3						
Business Elective	3			Business Elective	3						
<b>Free Elective</b>	3			<b>Free Elective</b>	3						
<b>TOTAL</b>	15			<b>TOTAL</b>	15						

<sup>1</sup> Univ 101-102 required for all first-time students; Univ 110 required for transfer students with fewer than 30 transfer credits.

<sup>2</sup>Not required for students with 60 or more. Students do not earn credit if requirement is waived.

<sup>3</sup>Math 121 may be required based on profile scores. Some core courses require a one-hour lab.

<sup>4</sup>SCIENCE ELE: ASTR 111 Or ASTR 112 Or BIOL 110 Or BIOL 130 Or BIOL 150 Or BIOL 160 Or CHEM 101 Or CHEM 102 Or CHEM 141/142 Or CHEM 161/162 Or NSCI 110 Or NSCI 120 Or PHYS 111 Or PHYS 112 Or PHYS 121 Or PHYS 122 *At least 1 natural science class must include a lab.*

<sup>5</sup>GLOBAL LITERACY: ANTH 210 Or ART 150\* Or ART 215 Or BADM 210 Or CHIN 110 Or CHIN 120 Or ENGL 211 OR ENGL 212 Or FREN 110 Or FREN 120 Or GEOG 220 Or HIST 110 Or HIST 120 Or HIST 270 Or PHIL 211 Or POLI 230\* Or SOCI 150 Or SPAN 110 Or SPAN 112 OR SPAN 120 Or SPAN 122 Or YORU 110 Or YORU 120

<sup>6</sup>TRANSITIONAL STUDIES: ENTR 100 Or FINC 100 Or GEOG 110 Or HEED 112 Or PEDU 101 Or PEDU 107 Or PEDU 112 Or PEDU 120 Or PEDU 122 Or PEDU 130 Or PEDU 132 Or PEDU 140

<sup>7</sup>ETHICS & CIVIC ENGAGEMENT: ART 217 Or BADM 220\* Or CRJC 203 Or EDUC 211 Or ENGL 232 Or ETCE 200\* Or GEOG 270\* Or HCM 200\* Or PHIL 120\* Or PHIL 212 Or PNUR 210 Or POLI 150\* Or SWRK 220

<sup>8</sup>ART/HUM ELE: ART 210 Or COMM 220 Or ENGL 220 Or ENGL 223 Or ENGL 240 Or ENGL 250 Or ENGL 253 Or HIST 210 Or HUMN 211 Or HUMN 212 Or MUSI 210 Or MUSI 225 Or MUSI 260 Or PHIL 210 Or RELI 215 Or THEA 203

<sup>9</sup>OR SPEE 200

**FREE ELECTIVE:** Students are encouraged to consult with their academic advisor in order to maximize the benefits of these electives.

**BUSINESS ELECTIVES must be taken from:** ACCT, BADM, ENTRE, FINC, HCM, ECON, MGMT, MKTG, MIS AT 300-400 level.

**MARKETING ELECTIVES:** Any MKTG course AT 300-400 level.

**Students must earn at least a "C" in ACCT 211, ECON 211 OR 212, BADM 214/MIS 11, BADM 215, BADM 216 and all 300 & 400 level business courses.**