

Bachelor of Business Administration Marketing Concentration
Freshman Curriculum Planning Guide and Four-Year Plan
Fayetteville State University
(2026-2027)

University College Core Curriculum (39 Credits)	Course	Cr.	Term	Grade
Transitional Studies – University Studies (2 Credits)¹ <i>Select one option from (UNIV 101/102) or UNIV 110 or UNIV 111 or UNIV 112</i>		2		
Transitional Studies – Life Skills (2 Credits) <i>Select two credits from the following: ENTR 100 or FINC 100 or GEOG 110 or HEED 112 or HEED 113 or PEDU 101 or PEDU 107 or PEDU 112 or PEDU 120 or PEDU 122 or PEDU 130 or PEDU 132 or PEDU 140</i>		2		
Communication Skills – Written Communication (3 Credits) – ENGL 110	ENGL 110	3		
Communication Skills – Oral Communication (3 Credits) <i>BADM 215 or SPEE 200</i>		3		
Information Literacy (3 Credits) – ENGL 120	ENGL 120	3		
Reasoning Skills – Critical Thinking (3 Credits)² <i>Select one from the following: PHIL 110 or PHIL 220</i>		3		
Reasoning Skills – Quantitative Reasoning (4 Credits)³ <i>MATH 128</i>	MATH 128	4		
Scientific Literacy – Natural Sciences (7 Credits)⁴ <i>Select from the following: ASTR 101/101L or ASTR 102/102L or ASTR 213 or ASTR 214 or BIOL 111/111L or BIOL 131/BIOL 131L or BIOL 150/150L or BIOL 160/160L or CHEM 105/105L or CHEM 106/106L or CHEM 141/141L or CHEM 161/161L or ENEC 201/201L or ENEC 202/202L or GEOG 200 or NSCI 111/111L or NSCI 121/121L or PHYS 115 or PHYS 116 or PHYS 125/125L or PHYS 126/ PHYS 126L</i>		4		
Scientific Literacy – Social Sciences (3 Credits) <i>ECON 212</i>	ECON 212	3		
Humanities and Creative Arts (3 Credits) <i>Select one from the following: 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 HUMN 213 or HUMN 215 or MUSI 210 or MUSI 225 or MUSI 260 or PHIL 210 or RELI 215 or THEA 203</i>		3		
Global Literacy (3 Credits)⁵ <i>Select one from the following: 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 SPAN 211 or THEA 242 or YORU 110 or YORU 120</i>		3		
Ethics and Civic Engagement (3 Credits)² <i>Select three credits from the following: BADM 220 or CRJC 203 or EDUC 211 or ENGL 232 or ENGL 232 or ENGL 233 or (ETCE 101/102/103) or ETCE 200 or GEOG 270 or HCM 200 or HIST 211 or PHIL 120 or PHIL 212 or PHIL 250 or PNUR 210 or POLI 150 or SPTM 210 or SWRK 220</i>		3		

Notes

- UNIV 101-UNIV 102 required for all first-time students; UNIV 110 required for transfer students with fewer than 30 transfer credits. Students do not earn credit if requirement is waived. UNIV 111 may be required based on academic performance
- Not required for students with 60+ transfer credits. Students do not earn credit if requirement is waived
- MATH 121 may be required based on profile scores. Some core courses require a one-hour lab.
- At least one natural science class must include its associated lab. Some majors require two lab sciences, increasing requirement to 8 credits
- Not required for students with 30 or more transfer credits from a foreign institution. Students do not earn credit if requirement is waived.

Business Administration Marketing Program Requirements (81 Credits)	Course	Cr.	Term
Required Business Courses (40 Credits) <i>ACCT 211 And ACCT 212 And BADM 209 And (BADM 214 Or ISBA 211) And BADM 216 And ECON 211 And MGMT 311 And MGMT 335 And MGMT 470 And MKTG 311 And ISBA 300 And FINC 311 And Econ Elective (300-499)</i>	ACCT 211	3	
	ACCT 212	3	
	BADM 209	3	
	BADM 214 or ISBA 211	3	
	BADM 216	4	
	ECON 211	3	
	FINC 311	3	
	MGMT 311	3	
	MGMT 335	3	
	MGMT 470	3	
	ISBA 300	3	
	MKTG 311	3	
	Econ Elective (300-499)	3	
Marketing Courses (18 Credits) <i>MKTG 322 And MKTG 331 And MKTG 333 And MKTG 421 Any two MKTG electives (300-499 level)</i>		3	
		3	
		3	
		3	
		3	
		3	
Other Program Requirements (3 Credits) <i>ENG 344</i>	<i>ENG 344</i>	3	
Business Electives: (6 Credits) <i>Any 300 or 499 level course</i>		3	
		3	
Free Electives: (14 credits)		14	
Total Credits		120	

Other Program Requirements

- 1 Business Administration majors must earn a grade of at least “C” in all of their 300 and 400 level courses with business prefixes.
- 2 Students must earn a grade of at least “C” in the following courses: ACCT 211, ECON 211 or ECON 212, BADM 214, BADM 215, and BADM 216 in accordance with the College of Business and Economics admission policy.
- 3 Students in minor programs must earn a grade of C or higher in ACCT 211 and ECON 211 (or ECON 212).
- 4 Students in minor programs must maintain an overall minor GPA of 2.0 or better.

Four-Year Plan

This Plan illustrates how students can meet degree course requirements in four years. Some courses listed below may be taken in an alternate order. Courses fulfilling requirements are listed on the previous pages. For information about prerequisites and other program requirements, consult the appropriate Catalog Program of Study and an advisor. Students should work with advisor to create and update an individual plan in Degree Works.

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

Student's Name:				Banner ID:				Advisor:			
Evaluation Date:				Total Hrs. GPA:				Expected Graduation Year:			
Freshman Year				Freshman Year							
First Semester				Second Semester							
Course & No.		Cr.	Date	Course & No.		Cr.	Date				
Course & No.	Hrs	Completed	Grade	Course & No.	Hrs	Completed	Grade				
UNIV 101 Freshman Seminar I ¹	1			UNIV 102 Freshman Seminar I ¹	1						
ENGL 110 Engl. Comp. I	3			ENGL 120 Eng. Comp. II	3						
PHIL 110 Critical Thinking ²	3			Natural Science Elective ⁴	4						
MATH 128 Quantitative Reasoning ³	4			ENTR 100 Entrepreneurial Thinking ⁶	2						
BADM 210 Intro. Global Bus. Envir ⁵	3			Humanities/Fine Arts Requirement ⁸	3						
				Free Elective	2						
TOTAL	14			TOTAL	15						
Sophomore Year				Sophomore Year							
First Semester				Second Semester							
Course & No.		Cr.	Date	Course & No.		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 ^{2,7}	3			BADM 216 Stats for Bus. & Econ	4						
Natural Science Elective ⁴	3			BADM 215 Business Communica ⁹	3						
ECON 211 Prin. of Macroecono.	3			BADM 209 Legal Enviro. of Bus	3						
TOTAL	15			TOTAL	16						
Junior Year				Junior Year							
First Semester				Second Semester							
Course & No.		Cr.	Date	Course & No.		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						
Free Elective	3			Free Elective	3						
TOTAL	15			TOTAL	15						
Senior Year				Senior Year							
First Semester				Second Semester							
Course & No.		Cr.	Date	Course & No.		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						
Free Elective	3			Free Elective	3						
TOTAL	15			TOTAL	15						

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

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

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

⁴ **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.*

⁵**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

⁶**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

⁷**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

⁸**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

⁹**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.