2026-27 ACADEMIC MAP

BBA: Marketing - General Marketing

TOTAL HRS: 121

Academic map is a guide to help students stay on track to degree completion. Consult undergraduate catalog and academic advisor for other requirements.

* minimum grade required

	FALL SEMESTER						SPRING SEMESTER					
	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR	PREFIX	COURSE	CREDIT	AREA	GR*	SEM/GR
YEAR 1-Freshman	ENG 101	Composition I	3	Gen Ed			ENG 102	Composition II	3	Gen Ed		
	CIS 205	Microcomputer Apps	3	Gen Ed			COM 101/202	Communication Studies	3	Gen Ed		
	MAT 104	College Algebra	3	Gen Ed	C		PSY/SOC 101	Gen Psy/Princ of Soc	3	Spec Dgr		
	HIS 100/200 level	History	3	Gen Ed			_____	Fine Arts	3	Gen Ed		
	_____	Lab Science	3	Gen Ed			_____	Lab Science	3	Gen Ed		
	FYS 100/300[1]	First Year Seminar	1	Univ Req					15			
			16									
YEAR 2-Sophomore	ACC 220	Financial Accounting I	3	Bus Core			GBA 220	Legal Env of Business	3	Bus Core		
	ECO 211	Microeconomics	3	Gen Ed			ECO 210	Macroeconomics	3	Gen Ed		
	GBA 203	Business Communication	3	Bus Core			ENG 203/206	Intro to Literature	3	Gen Ed		
	GBA 204	Quant Methods of Business	3	Spec Dgr			MGT 200	Statistics	3	Bus Core		
	_____	Humanities & Fine Arts	3	Gen Ed			_____	General Elective	3	Elective		
			15						15			
YEAR 3-Junior	ACC 320	Managerial Accounting	3	Bus Core			MGT 327	Human Resources Mgt	3	Bus Core		
	CIS 300	Management Info Systems	3	Bus Core			MKT 321	Professional Selling	3	Major		
	MGT 300	Principles of Management	3	Bus Core			**MKT 388**	**Business Research Methods**	**3**	**Major**		
	MKT 300	Marketing Principles	3	Bus Core			MKT _____	Marketing Elective	3	Major		
	_____	General Elective	3	Elective			_____	General Elective	3	Elective		
			15						15			
YEAR 4-Senior	FIN 300	Business Finance	3	Bus Core			MGT 435	International Business	3	Bus Core		
	MGT 342	Operations Management	3	Bus Core			MGT 487	Business Analytics	3	Bus Core		
	MKT 358	**Consumer Behavior**	**3**	**Major**			MGT 499	Strategic Management	3	Bus Core		
	MKT _____	Marketing Elective	3	Major			MKT _____	Marketing Elective	3	Major		
	MKT _____	Marketing Elective	3	Major			**MKT 499**	**Marketing Management**	**3**	**Major**		
			15						15			

- [1]All incoming students required to enroll in FYS 100 (freshmen) or FYS 300 (transfers).
- Classes in bold are only offered once a year.