

Recommended Four-Year Plan of Study
 COLLEGE OF BUSINESS ADMINISTRATION
 Bachelor of Science in Marketing

Four Year Plan of Study			
First Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hours	Course Prefix & Number	Credit Hours
ENGL 1157	3	ENGL 1158 or 1159 ¹	3
MATH 1115 or 1125 or higher	3	MATH 2785 or 2314	3
ARTS	3	BIOS	3
ANTH, PSYC, SOC	3	BA 2780	3
Elective	3	ECON 1203	3
UNIV 1001 ²	1		
Total Hours	16		15
Second Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hours	Course Prefix & Number	Credit Hours
ACCT 2100	3	ACCT 2130	3
ECON 1204	3	BIOS or same as 3 rd term (EES, CHEM, PHYS)	3
EES, CHEM or PHYS	3	Literature	3
Humanities	3	MANG 2790	3
QMBE 2786	3	MKT 3501 ¹	3
QMBE 2787	1		
Total Hours	16		15
Third Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hours	Course Prefix & Number	Credit Hours
Humanities	3	FIN 3300	3
MANG 3401	3	MANG 3402	3
MKT 3505 ¹	3	MKT 3510 ¹	3
MKT Elective 3000 level or higher ¹	3	MKT Electives 3000 level or higher ¹	3
Elective	3	Elective	3
Total Hours	15		15
Fourth Year of Enrollment			
First Term		Second Term	
Course Prefix & Number	Credit Hours	Course Prefix & Number	Credit Hours
BA 3010	3	MKT 4590 ¹	3
MKT 4580 ¹	3	MKT Elective 3000 level or higher ¹	3
MANG 4480	3	Business Elective	6
Business Elective	3	Elective	1
Elective	3		
Total Hours	15		13
Total Degree Hours			120

¹“C” or better required

² Required for all first-time fill-time students.