BBA - Marketing Specialization (≥124 Hrs)

Name:	ID#	Catalog: 2022-23
Advisor:	Minor:	Expected Grad Date:

Co-curriculur Modules

I. Foundations of Liberal Education (18 Hrs)	
	FREX 134 Freshman Experience
	COMP 131 Composition I
	COMP 132 Composition II
	THEO 133 Introduction to Theology
	Language 131+
--	MATH 130+

II.Distributions of Liberal Education (30 Hrs)	
Arts (6 hrs)	
Humanities (12 hrs)	
--	COMM 374 Public Speaking
Natural Sciences & Math (6 hrs)	
--	STAT 374 Statistics
	(+ Lab)
Social Sciences (6 hrs)	
--	ECON 237 Principles of Economics
--	PSYC or SOCI

III. Minor and/or Electives	

IV. Supporting Courses (27 Hrs)	
	MATH 133 College Algebra
	MATH 136 Business Calculus
	STAT 374 Statistics
	COMM 374 Public Speaking
	ECON Elective (237 or above)
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	ISYS 231 Introduction to Information Systems
	ISYS 232 Business Spreadsheet Applications
	PSYC or SOCI

V. Major (48 Hours)	
Core Curriculum (33 Hrs)	
	BUSI 231 Principles of Accounting I
	BUSI 232 Principles of Accounting II
	BUSI 337 Principles of Marketing
	BUSI 338 Quantitative Applications in Business
	BUSI 339 Business and its Legal Environment
	BUSI 373 Principles of Management
	BUSI 377 Business Finance
	BUSI 378 Business Communication
	BUSI 471 Business Strategy
	BUSI 477 International Business and Multinational
	BUSI 486 Business Ethics
Specialization (15 Hrs)	
	BUSI 371 Professional Selling and Sales Management
	BUSI 372 Advertising and Promotional Strategies
	BUSI 474 Marketing Research
	BUSI 490 International Marketing
	Elective in BUSI, ECON, SISE, or COMM 236

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Section	Required	Completed	Needed
I.	15	0	15
II.	18	0	18
III.	16	0	16
IV.	27	0	27
V.	48	0	48
TOTAL	**124**	**0**	**124**

Student:

Advisor:

Department Chair:

Registrar:

Arts: ARTS 130, AMMS, DRAM, MUSI, VART
Humanities: HUMA 130, AFAM, COMM, ENGL, HIST, MAST, Modern Languages, PHIL, THEO, WOST
Natural Sciences & Math: NSCI 140, BIOL, CHEM, CSCI, ENVS, MATH, PHYS, STAT
Social Sciences: SSCI130, CRCJ, ECON, GEOG, POLS, PSYC, SOCI