

BUSINESS: MARKETING, BBA

FOUR-YEAR PLAN

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This is a **sample** four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

Freshman

Fall	Credits Spring	Credits
Communications A	3 MARKETNG 300	3
ECON 101 or 111	4 MATH 211 or 221	4-5
Ethnic Studies	3 Humanities	3
Science	3 ECON 102 or 111	4
GEN BUS 110	1	
GEN BUS 106	1	
	15	14-15

Sophomore

Fall	Credits Spring	Credits
ACCT I S 100	3 ACCT I S 211	3
GEN BUS 306	3 GEN BUS 307	3
PSYCH 202, SOC 211, ANTHRO 104, GEN&WS 102, or HDFS 263 (Human Behavior)	3-4 MARKETNG 305	3
GEN BUS/DS 240, 250, or 308 (Take One)	2 OTM 300	3
Elective	4 GEN BUS 360	3
	15-16	15

Junior

Fall	Credits Spring	Credits
Marketing Elective	3 Marketing Elective	3
MARKETNG 310	3 PHILOS 241, 243, 341, or 441 (Ethics)	3-4
M H R 300	3 Literature	3
GEN BUS 250, 240, or 308 (Take One)	2 FINANCE/ECON 300	3
Elective	4 Elective	3
	15	15-16

Senior

Fall	Credits Spring	Credits
GEN BUS 400	3 GEN BUS 301	3
MARKETNG 460	3 Marketing Elective	3
R M I 300, REAL EST 306, INTL BUS 200, or INFO SYS 322 (Take One)	3 Science	3
Elective	3 Elective	3

Elective	4 Elective	3
	16	15
Total Credits 120-123		