

Marketing (B.B.A.) Degree Plan

This document is a suggested four-year schedule of courses based on degree requirements for the current catalog. This guide is not a substitute for academic advisement. Also see the Undergraduate Catalog for a complete list of requirements and electives from which to choose.

| First Year | | | | | | |
|-------------|---|--|--------------|-------------|---|-----------|
| Fall Term | | | Hours | Spring Term | | Hours |
| ENGL 1101 | English Composition I | | 3 | ENGL 1102 | English Composition II | 3 |
| MATH 1111 | College Algebra | | 3 | PHIL 1010 | Critical Thinking | 2 |
| PERS 2001/2 | Perspectives (Area B) | | 2 | MATH 1401 | Elementary Statistics | 3 |
| GSU 1010 | New Student Orientation | | 1 | BUSA 1105 | Business, Value and You | 3 |
| ECON 2105 | Principals of Macroeconomics (RCB Area F) | | 3 | ECON 2106 | Principals of Microeconomics (RCB Area F) | 3 |
| | Humanities/Fine Arts/Language (Area C) | | 3 | | | |
| | | | Total | | | 14 |
| | | | 15 | | | |

Milestones

Complete Area A requirements • Begin Area F courses (minimum 2.8 GPA required for the Area) • Meet with Academic Advisor in the University Advisement Center • Attend the major fair and declare a major

| Second Year | | | | | | |
|-------------|---|--|--------------|-------------|--|-----------|
| Fall Term | | | Hours | Spring Term | | Hours |
| ACCT 2101 | Principals of Accounting I (RCB Area F) | | 3 | ACCT 2102 | Principals of Accounting II (RCB Area F) | 3 |
| CIS 2010 | Introduction to Computer based Information Systems (RCB Area F) | | 3 | HIST 2110 | Survey of United State History | 3 |
| POLS 1101 | American Government | | 3 | | Humanities and Fine Arts Elective (Area C) | 3 |
| | Natural Science Elective (Area D) | | 4 | | Natural Science Elective (Area D) | 4 |
| | Word History & Politics Elective (Area E) | | 3 | | Social Science Elective (Area E) | 3 |
| | | | Total | | | 16 |
| | | | 16 | | | |

Milestones

Complete Area F courses with a minimum GPA of 2.8 • Complete all core courses • Meet with Academic Advisor in the University Advisement Center • Explore MK career tracks

| Third Year | | | | | | |
|------------|---|--|--------------|-------------|---------------------------------|-----------|
| Fall Term | | | Hours | Spring Term | | Hours |
| BCOM 3950 | Business Communication and Professional Development | | 3 | FI 3300 | Corporation Finance | 3 |
| MGT 3100 | Business Analysis | | 3 | MK 4100 | Buyer Behavior | 3 |
| MK 3010 | Marketing Management | | 3 | MK 4010 | Marketing Metrics | 3 |
| MGT 3400 | Managing People in Organization | | 3 | | Upper Division Non-RCB Elective | 3 |
| LGLS 3610 | Legal and Ethical Environment of Business | | 3 | | Upper Division Non-RCB Elective | 3 |
| | | | Total | | | 15 |
| | | | 15 | | | |

Milestones

Meet with Academic Advisor in the University Advisement Center • Register with the RCB Career Management Center

| Fourth Year | | | | | | |
|-------------|---------------------------------|--|--------------|-------------|-----------------------------|-----------|
| Fall Term | | | Hours | Spring Term | | Hours |
| MK 4200 | Marketing Research | | 3 | BUSA 4980 | Strategic Management | 3 |
| | MK Elective | | 3 | BUSA 4990 | Exit Exam | 0 |
| | MK Elective | | 3 | MK 4900 | Marketing Strategy | 3 |
| BUSA 4000 | Global Business | | 3 | | MK Elective | 3 |
| | Upper Division Non-RCB Elective | | 3 | | Upper Division RCB Elective | 3 |
| | | | Total | | | 15 |
| | | | 15 | | | |

Milestones

B.B.A. Program of Study Worksheet Major in Marketing

Lower Division Coursework

| Area A: Written Communication/Mathematics (9 hours) | | Satisfied (v) |
|---|---------------------------|---------------|
| ENGL 1101 | English Composition I | |
| ENGL 1102 | English Composition II | |
| MATH 1111 or higher | College Algebra or higher | |

| Area B: Institutional Foundations (4 hours) | | Satisfied (v) |
|---|--|---------------|
| PHIL 1010 | Critical Thinking | |
| SPCH 1000 | Human Communication | |
| PERS 2001 | Perspectives on Comparative Culture | |
| PERS 2002 | Scientific Perspectives on Global Problems | |

| Area C: Humanities and Fine Arts (6 hours) | | Satisfied (v) |
|--|--|---------------|
| <i>Courses must be from two of the following three areas</i> | | |
| Humanities Course: | | |
| Fine Arts Course: | | |
| Foreign Language Course: | | |

| Area D: Natural and Computational Sciences (11 hours) | | Satisfied (v) |
|--|-----------------------|---------------|
| <i>Two lab science courses must be taken in sequence</i> | | |
| Natural Science Course: | | |
| Natural Science Course: | | |
| MATH 1401 | Elementary Statistics | |

| Area E: Social Sciences (12 hours) | | Satisfied (v) |
|------------------------------------|-------------------------------------|---------------|
| POLS 1101 | Introduction to American Government | |
| HIST 2110 | Survey of United States History | |
| World History and Politics Course: | | |
| Social Science Course: | | |

| Area F: Business Foundation (18 hours) | | Satisfied (v) |
|--|-----------------------------|---------------|
| ACCT 2101 | Principals of Accounting I | |
| ACCT 2102 | Principals of Accounting II | |
| BUSA 1105 | Business, Value and You | |
| CIS 2010 | Introduction to Computer | |

| | | |
|-----------|------------------------------|--|
| | based Information Systems | |
| ECON 2105 | Principals of Macroeconomics | |
| ECON 2106 | Principals of Microeconomics | |

Upper Division Coursework

| 3000-level Business Core (18 hours) | | Satisfied (v) |
|-------------------------------------|---|---------------|
| BCOM 3950 | Business Communication and Professional Development | |
| LGLS 3610 | Legal and Ethical Environment of Business | |
| FI 3300 | Corporation Finance | |
| MGT 3100 | Business Analysis | |
| MGT 3400 | Managing People in Organizations | |
| MK 3010 | Marketing Management | |

| 3000 and 4000-level Major Courses (21 hours) | | Satisfied (v) |
|--|--------------------|---------------|
| MK 4100 | Buyer Behavior | |
| MK 4010 | Marketing Metrics | |
| MK 4200 | Marketing Research | |
| MK 4900 | Marketing Strategy | |
| MK Elective: | | |
| MK Elective: | | |
| MK Elective: | | |

| 3000 and 4000-level RCB Electives (6 hours) | | Satisfied (v) |
|---|--|---------------|
| RCB Elective: | | |
| RCB Elective: | | |

| 3000 and 4000-level General Electives (9 hours) | | Satisfied (v) |
|---|--|---------------|
| General Elective: | | |
| General Elective: | | |
| General Elective: | | |

| Global and Strategic Management (6 hours) | | Satisfied (v) |
|---|----------------------|---------------|
| BUSA 4980 | Strategic Management | |
| BUSA 4990 | Exit Exam | |
| BUSA 4000 | Global Business | |