

Marketing (B.B.A.)

The Marketing Program, which offers a Bachelor of Business Administration degree, provides students with exposure to and depth of immersion in Marketing needed to understand how for-profit and non-profit organizations need to operate successfully and be productive and efficient in a market-oriented economy.

IMPORTANT: *A grade of "C" or better must be earned in each of the two required math courses in order to fulfill the math requirement and in order to enroll in each and every school of business junior-level and senior-level course. Only 3 credit hours will be awarded for each required math course.

Type: B.B.A.

*Composition or Writing Course (Courses under subject code ENGL or ENGW)

***Science Elective (Courses under CHEM, PHYS, BIOL, BIOG, and BIOC)

****Marketing Elective (Options: Courses under code MKTG)

*****Non-Business Elective (Courses level 000 to 299)

Freshman Year First Semester

Item #	Title	Credits
INFO 010	Business Problem Solving	2
MATH 010	College Algebra II	4
MGMT 010	Business Orientation	1
PSYC 050	Intro to Psychology	3
	Afro-American Studies Elective * (Options: see Elective Group Descriptions)	3
	English Writing Course	3
	Sub-Total Credits	16

Freshman Year Second Semester

Item #	Title	Credits
ACCT 201	Accounting Principles I	3
ECON 001	Principles of Economics I	3
	English Writing Course	3
MATH 026	Applied Calculus	4
MGMT 011	Business Orientation II	1
	General Education Elective(s) (2-3 Credits) *Options: To be determined in consultation with advisor	2-3
	Sub-Total Credits	16-17

Sophomore Year First Semester

Item #	Title	Credits
ACCT 202	Accounting Principles II	3
ECON 002	Principles of Economics II	3
MGMT 001	Career Counseling in Business	1
	General Education Elective (Options: To be determined in consultation with advisor)	3
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	Science Elective	3
	Sub-Total Credits	16

Sophomore Year Second Semester

Item #	Title	Credits
BCOM 320	Business Communications	3
ECON 180	Statistics-Bus & Econ	3
INFO 204	Mgmt Inform Sys	3
MKTG 301	Principles of Marketing	3
	World Language and Culture Requirement (Options: See Elective Group Descriptions)	3
	Sub-Total Credits	15

Junior Year First Semester

Item #	Title	Credits
FINA 311	Finance Principles	3
INFO 311	Quant Business Analysis	3
MGMT 301	Management & OB	3
MKTG 310	Consumer Behavior	3
MKTG 315	Marketing Research	3
	Sub-Total Credits	15

Junior Year Second Semester

Item #	Title	Credits
BECN 330	Managerial Economics	3
BLAW 305	Business Law I	3
MGMT 351	Entrepreneurship General	3
MKTG 361	Marketing Analytics	3
	Business Elective or General Education Elective (3) *Options: To be determined in consultation with advisor	3
	Sub-Total Credits	15

Senior Year First Semester

Item #	Title	Credits
INFO 335	Prod & Operations Management	3
MKTG 320	Marketing Communications	3
	Marketing Elective	3
	Marketing Elective	3
	Business Elective	3
	Sub-Total Credits	15

Senior Year Second Semester

Item #	Title	Credits
	History or Poli. Sci. Elective (Options: Courses in codes HIST or POLS)	3
MGMT 390	Business Policy	3
MKTG 399	Marketing Planning & Strategy	3
	Marketing Elective	3
	Sub-Total Credits	12
	Total credits:	120-121

Category Descriptions

Afro-American Studies Elective * (Options: see Elective Group Descriptions)

ENGL 054	Afro-American Lit to 1940	3
ENGL 055	Afro-American Lit From 1940	3
AFRO 005	Intro Afro-American Studies I	3
AFRO 006	Intro Afro-America Studies II	3
HIST 005	Intro Black Diaspora I	3
HIST 006	Intro to Black Diaspora II	3
AFST 101	Intro to Contemporary Africa	3
FASH 102	African American Dress	3
POLS 006	Pan-Africanism	3
MUTP 100	Blacks in the Arts	3

English Writing Course

ENGW 101, 102, or 104 First Semester

ENGW 103 or 105 Second Semester

General Education Elective(s) (2-3 Credits) *Options: To be determined in consultation with advisor

General Education Elective requirement can be met with either:

- Two 1 Credit courses;
- One 2 Credit Course; or
- One 3 Credit course.

General Education Elective (Options: To be determined in consultation with advisor)

World Language and Culture Requirement (Options: See Elective Group Descriptions)

Foreign Language - Amharic*	3
Foreign Language - Arabic*	3
Foreign Language - Chinese*	3
Foreign Language - French*	3
Foreign Language - German	3
Foreign Language - Haitian Creole* (Options: Courses under code HACR)	3
Foreign Language - Spanish*	3
Foreign Language - Swahili*	3
Foreign Language - Wolof*	3

Science Elective

Courses under subject codes CHEM, PHYS, BIOL, BIOG, and BIOC

Business Elective or General Education Elective (3) *Options: To be determined in consultation with advisor

Marketing Elective

Business Elective

History or Poli. Sci. Elective (Options: Courses in codes HIST or POLS)