

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)