



CURRICULUM GUIDE WORKSHEET

Concentration in Marketing (BSBA degree)

Name: _____

Catalogue Year: _____

Minor (optional): _____

Freshman (Fall)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> CSC 105	Intro to Microsoft Office	3	_____
<input type="checkbox"/> CHR 111	Old Testament Survey	3	_____
<input type="checkbox"/> ENG 111	Written Composition I	3	_____
<input type="checkbox"/> MAT 111*	College Algebra	3	_____
<input type="checkbox"/> BIO 100**	Principles of Biology	4	_____
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*Or higher excluding MAT 150

**Select one from BIO 100, 110, 112, or 221

Review Registration on Ellucian/Self-Service

Freshman (Spring)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> ENG 112	Written Composition II	3	_____
<input type="checkbox"/> HIS 102	World Civilization from the 18 th Century	3	_____
<input type="checkbox"/> MAT 114	Probability and Statistics	3	_____
<input type="checkbox"/> PEWS 100	Fitness for Health	1	_____
<input type="checkbox"/> CHR 112	New Testament Survey	3	_____
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Sophomore (Fall)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> ACC 211	Principles of Accounting I	3	_____
<input type="checkbox"/> ECO 212	Principles of Microeconomics	3	_____
<input type="checkbox"/> MGT 218	Principles of Management	3	_____
<input type="checkbox"/> HIS 101	World Civilization to the 18 th Century	3	_____
<input type="checkbox"/> BAD 224	Introduction to Business Analytics and Decision-Making	3	_____
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Discuss Minor Options

Sophomore (Spring)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> ACC 212	Principles of Accounting II	3	_____
<input type="checkbox"/> ENG 201/202***	World Literature I or II	3	_____
<input type="checkbox"/> ECO 211	Principles of Macroeconomics	3	_____
<input type="checkbox"/> MKT 228	Principles of Marketing	3	_____
<input type="checkbox"/> BAD 330	AI-Based Business Applications	3	_____
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***Select one from ENG 201, ENG 202, FRE 311, FRE 312, SPA 311, SPA 312, SPA 316, SPA 317

If chosen, declare minor with Dean's office

Discuss MBA/MACC Plus 1 program and application after completing 56 hours

Junior (Fall)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> FIN 320	Business Financial Management	3	_____
<input type="checkbox"/> ART 210	Arts in Western Civilization	3	_____
<input type="checkbox"/> MGT 311	Managerial Communications	3	_____
<input type="checkbox"/> Business UL	Business Upper-Level Elective	3	_____
<input type="checkbox"/> PHY 111****	Physical Science	4	_____
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****Select one from CHE 105, CHE 111, PHY 111, PHY 213, or PHY 231

- If chosen, discuss MBA/MACC Plus 1 registration upon completing 71 hours
- Apply for Junior Audit after completing 72 credit hours

Junior (Spring)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> Business UL	Business Upper-Level Elective	3	_____
<input type="checkbox"/> BLAW 321	Legal Environment of Business	3	_____
<input type="checkbox"/> UL MKT	Upper-Level Marketing Requirement	3	_____
<input type="checkbox"/> COM 112 or 235	Public or Interpersonal Communications	3	_____
<input type="checkbox"/> Elective	Elective or Minor	3	_____
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- Optional MBA/MACC Course for Graduate Degree

Senior (Fall)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> MKT 424	Marketing Research	3	_____
<input type="checkbox"/> Elective	Elective or Minor	3	_____
<input type="checkbox"/> Elective	Elective or Minor	3	_____
<input type="checkbox"/> MGT 341	Operations Management	3	_____
<input type="checkbox"/> BAD 420	Global Business	3	_____
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- Apply for Graduation
- Optional MBA/MACC Course for Graduate Degree

Senior (Spring)

<input checked="" type="checkbox"/> Course Prefix	Course Name	Credits	Notes
<input type="checkbox"/> MKT 440	Strategic Marketing	3	_____
<input type="checkbox"/> BAD 475	The Ethos Forum	3	_____
<input type="checkbox"/> MGT 445	Strategic Management	3	_____
<input type="checkbox"/> ECO 400	Personal Financial Management	3	_____
<input type="checkbox"/> Elective	Elective or Minor	3	_____
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- Optional MBA/MACC Course for Graduate Degree

A minimum of 36 upper-level (300 and 400 level) hours is required. The degree must meet a minimum of 120 hours. Selection of core or minor options may alter total numbers indicated.

Student Organizations:

Extracurricular Opportunities:

Travel & Study Abroad:

