



CURRICULUM GUIDE WORKSHEET

Concentration in Marketing (BSBA degree)

Name: _____

Catalogue Year: _____

Minor: _____

Freshman (Fall)

☒ Course Prefix	Course Name	Credits	Notes
☐ CSC 105	Intro to Microsoft Office	3	_____
☐ CHR 111	Old Testament Survey	3	_____
☐ ENG 111	Written Composition I	3	_____
☐ MAT 111 or higher	College Algebra	3	_____
☐ BIO 100*	Principles of Biology	4	_____
		<u>16</u>	

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

☐ Review Registration on Ellucian/Self-Service

Freshman (Spring)

☒ Course Prefix	Course Name	Credits	Notes
☐ ENG 112	Written Composition II	3	_____
☐ HIS 102	World Civilization from the 19 th Century	3	_____
☐ MAT 114	Probability and Statistics	3	_____
☐ PEWS 100	Fitness for Health	3	_____
☐ CHR 112	New Testament Survey	3	_____
		<u>13</u>	

Sophomore (Fall)

☒ Course Prefix	Course Name	Credits	Notes
☐ ACC 211	Principles of Accounting I	3	_____
☐ ECO 212	Principles of Microeconomics	3	_____
☐ MGT 218	Principles of Management	3	_____
☐ HIS 101	World Civilization to the 18 th Century	3	_____
☐ BAD 224	Introduction to Business Analytics and Decision-Making	3	_____
		<u>15</u>	

☐ Discuss minor options

Sophomore (Spring)

☒ Course Prefix	Course Name	Credits	Notes
☐ ACC 212	Principles of Accounting II	3	_____
☐ ENG 201/202**	World Literature I or II	3	_____
☐ ECO 211	Principles of Macroeconomics	3	_____
☐ MKT 228	Principles of Marketing	3	_____
☐ MGT 310	Management Information Systems	3	_____
		<u>15</u>	

**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.

Junior (Fall)

☒ Course Prefix	Course Name	Credits	Notes
☐ FIN 320	Business Financial Management	3	_____
☐ ART 210	Arts in Western Civilization	3	_____
☐ MGT 311	Managerial Communications	3	_____
☐ Business UL	Business Upper-Level Elective	3	_____
☐ PHY 111***	Physical Science	4	_____
		16	

☐ Apply for Junior Audit after completing 72 credit hours

***Select one from CHE 105, CHE 111, PHY 111, PHY 213, or PHY 231

Junior (Spring)

☒ Course Prefix	Course Name	Credits	Notes
☐ Business UL	Business Upper-Level Elective	3	_____
☐ BLAW 321	Legal Environment of Business	3	_____
☐ UL MKT	Upper-Level Marketing Requirement	3	_____
☐ COM 112 or 235	Public or Interpersonal Communications	3	_____
☐ Elective or Minor	Elective or Minor	3	_____
		15	

Senior (Fall)

☒ Course Prefix	Course Name	Credits	Notes
☐ MKT 424	Marketing Research	3	_____
☐ Elective or Minor	Elective or Minor	3	_____
☐ Elective or Minor	Elective or Minor	3	_____
☐ MGT 341	Operations Management	3	_____
☐ BAD 420	Global Business	3	_____
		15	

☐ Apply for Graduation

Senior (Spring)

☒ Course Prefix	Course Name	Credits	Notes
☐ MKT 440	Strategic Marketing	3	_____
☐ BAD 475	Business Ethics and Diversity	3	_____
☐ MGT 445	Strategic Management	3	_____
☐ ECO 400	Personal Financial Management	3	_____
☐ Elective or Minor	Elective or Minor	3	_____
		15	

*A minimum of 36 upper-level (300 and 400 level) hours is required. At least 15 upper level in major and 6 in minor. The degree must meet a minimum of 120 hours. Selection of core options may alter total numbers indicated.

Student Organizations:

Extracurricular Opportunities:

Travel & Study Abroad:
