

Marketing - Category Management - Four-Year Plan

Intended to serve as a general guide. Actual scheduling will depend upon interests and course availability.

FIRST YEAR	CREDITS
Freshman Seminar	4
EN100 or EN150 (Core)	4
AC101 Intro to Accounting	4
BA101 Global Issues in Business Society	4
BA105 Mgr Comm & Student Career Prep I	1
BA215 Principles of Marketing	4
EC101 Principles of Macroeconomics (Social Science Core)	4
Core	4

SECOND YEAR	CREDITS
BA265 Mgt and Org Behavior	4
BA270 Intro to Mgr Decision Making Excel I	2
BA271 Intro to Mgr Decision Making Excel II	2
BA313 Services & Retail Marketing (CM)	4
BA319 Consumer Behavior	4
EC102 Principles of Microeconomics (Social Science Core)	4
MA251 Probability and Statistics (Core)	4
Core	4
Elective	4

THIRD YEAR	CREDITS
AC270 Cost Mgt Accounting	4
BA312 Promotions Management (CM)	4
BA325 Corporate Finance	4
BA330 Legal Environment of Business	4
BAXXX Category Management Seminar (CM)	4
Core	4
Elective	4
Core	4

FOURTH YEAR	CREDITS
BA311 Marketing Research OR BA320 Intro to Data Analytics in Business	4
BA495 Corporate Strategy	4
Core	4
Core	4
Core	4
Elective	4
Elective	4
Elective	4

Marketing - Ad & Prom Mgmt - Four-Year Plan

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FIRST YEAR	CREDITS
Freshman Seminar	4
EN100 or EN150 (Core)	4
AC101 Intro to Accounting	4
BA101 Global Issues in Business Society	4
BA105 Mgr Comm & Student Career Prep I	1
BA215 Principles of Marketing	4
EC101 Principles of Macroeconomics (Social Science Core)	4
Core	4
SECOND YEAR	CREDITS
BA265 Mgt and Org Behavior	4
BA270 Intro to Mgr Decision Making Excel I	2
BA271 Intro to Mgr Decision Making Excel II	2
BA319 Consumer Behavior	4
COM130 Visual Communications	4
EC102 Principles of Microeconomics (Social Science Core)	4
MA251 Probability and Statistics (Core)	4
Core	4
Elective	4
SUMMER BEFORE THIRD YEAR	CREDITS
BA315 Internet Marketing	4
THIRD YEAR	CREDITS
AC270 Cost Mgt Accounting	4
BA312 Promotions Management (CM)	4
BA325 Corporate Finance	4
BA330 Legal Environment of Business	4
COM351 Intro to Public Relations OR EN285 Business & Public Relations Writing	4
Core	4
Elective	4
Core	4
FOURTH YEAR	CREDITS
BA495 Corporate Strategy	4
Marketing elective/Second Outside Public Relations Course	4
Core	4
Core	4
Core	4
Elective	4
Elective	4

Marketing - Sales Management - Four-Year Plan

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FIRST YEAR	CREDITS
Freshman Seminar	4
EN100 or EN150 (Core)	4
AC101 Intro to Accounting	4
BA101 Global Issues in Business Society	4
BA105 Mgr Comm & Student Career Prep I	1
BA215 Principles of Marketing	4
EC101 Principles of Macroeconomics (Social Science Core)	4
Core	4

SECOND YEAR	CREDITS
BA265 Mgt and Org Behavior	4
BA270 Intro to Mgr Decision Making Excel I	2
BA271 Intro to Mgr Decision Making Excel II	2
BA313 Services & Retail Marketing (CM)	4
BA319 Consumer Behavior	4
EC102 Principles of Microeconomics (Social Science Core)	4
MA251 Probability and Statistics (Core)	4
Core	4
Elective	4

THIRD YEAR	CREDITS
AC270 Cost Mgt Accounting	4
BA314 Sales and Sales Management	4
BA325 Corporate Finance	4
BA330 Legal Environment of Business	4
BA380 Entrepreneurship OR BA385 New Venture Creation	4
Core	4
Elective	4
Core	4

FOURTH YEAR	CREDITS
BA495 Corporate Strategy	4
Core	4
Core	4
Elective	4
Core	4
Elective	4
Elective	4
Elective	4

Marketing - Marketing Analytics - Four-Year Plan

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FIRST YEAR	CREDITS
Freshman Seminar	4
EN100 or EN150 (Core)	4
AC101 Intro to Accounting	4
BA101 Global Issues in Business Society	4
BA105 Mgr Comm & Student Career Prep I	1
BA215 Principles of Marketing	4
EC101 Principles of Macroeconomics (Social Science Core)	4
Core	4

SECOND YEAR	CREDITS
BA265 Mgt and Org Behavior	4
BA270 Intro to Mgr Decision Making Excel I	2
BA271 Intro to Mgr Decision Making Excel II	2
DAT200 Data Analytics I	2
DAT300 Data Analytics II	2
EC102 Principles of Microeconomics (Social Science Core)	4
MA251 Probability and Statistics (Core)	4
Core	4
Core	4
Marketing elective	4

THIRD YEAR	CREDITS
AC270 Cost Mgt Accounting	4
BA311 Marketing Research	4
BA320 Intro to Data Analytics in Business	4
BA325 Corporate Finance	4
DAT370 Advanced SQL	2
Marketing elective	4
Core	4
Core	4
Elective	1

FOURTH YEAR	CREDITS
BA495 Corporate Strategy	4
BA330 Legal Environment of Business	4
Core	4
Core	4
Elective	4
Elective	4
Elective	4
Elective	4

Marketing - Individualized - Four-Year Plan

Intended to serve as a general guide. Actual scheduling will depend upon interests and course availability.

FIRST YEAR	CREDITS
Freshman Seminar	4
EN100 or EN150 (Core)	4
AC101 Intro to Accounting	4
BA101 Global Issues in Business Society	4
BA105 Mgr Comm & Student Career Prep I	1
BA215 Principles of Marketing	4
EC101 Principles of Macroeconomics (Social Science Core)	4
Core	4

SECOND YEAR	CREDITS
BA265 Mgt and Org Behavior	4
BA270 Intro to Mgr Decision Making Excel I	2
BA271 Intro to Mgr Decision Making Excel II	2
BA319 Consumer Behavior	4
EC102 Principles of Microeconomics (Social Science Core)	4
MA251 Probability and Statistics (Core)	4
Core	4
Core	4
Marketing Elective	4

THIRD YEAR	CREDITS
AC270 Cost Mgt Accounting	4
BA325 Corporate Finance	4
BA330 Legal Environment of Business	4
Core	4
Core	4
Core	4
Marketing Elective	4
Marketing Elective	4

FOURTH YEAR	CREDITS
BA495 Corporate Strategy	4
Marketing Elective	4
Marketing Elective	4
Core	4
Elective	4
Elective	4
Elective	4
Elective	4