

**Business Administration: Marketing**

Recommended Four-Year Plan (Fall 2016)

The recommended four-year plan is designed to provide a blueprint for students to complete their degrees within four years. These plans are the recommended sequences of courses. Students must meet with their Major Advisor to develop a more individualized plan to complete their degree. This plan assumes that no developmental courses are required. If developmental courses are needed, students may have additional requirements to fulfill which are not listed in the plan.

**NOTE:** This recommended Four-Year Plan is applicable to students admitted into the major during the 2016-2017 academic year.

First Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
Gen Ed: INTD 101-First Year Seminar	4		School Core: ECON 102-Macroeconomics	4	
Gen Ed: CRWT 102-Critical Reading & Writing II	4		Gen Ed: History	4	
Gen Ed/School Core: BADM 115-Perspectives Of Business & Society or SOSC 101-Social Issues	4		Gen Ed: Intercultural North America	4	
Gen Ed: MATH 101*, 110 or 121-Mathematics	4		Gen Ed: Science w/ Experiential	4	
			Career Pathways** Module 1: BADM 001 Career Assessment/Advisement Visit ASB Career Services Office in ASB-513	Grad. Rqmt.	
<b>Total:</b>	16		<b>Total:</b>	16	

Second Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
School Core: ACCT 221-Principles of Financial Accounting	4		School Core: ACCT 222-Principles of Managerial Accounting	4	
School Core: BADM 225-Management Statistics	4		Gen Ed: AIID 201-Readings in Humanities	4	
School Core: INFO 224-Principles of Information Technology	4		School Core: BADM 223-Business Law I	4	
School Core: ECON 101-Microeconomics	4		School Core: MKTG 290-Marketing Principles & Practices	4	
Career Pathways**Module 2: BADM 002 Resume/LinkedIn/Cover Letter Visit ASB Career Services Office in ASB-513	Grad. Rqmt.		Career Pathways**Module 3: BADM003 Interview Practice Visit ASB Career Services Office in ASB-513	Grad. Rqmt.	
<b>Total:</b>	16		<b>Total:</b>	16	

Third Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
School Core: FINC 301-Corporate Finance I	4		School Core: BADM 301-Ethics in Business or INFO 315-Computer Law & Ethics	4	
School Core: MGMT 302-Managing Organizational Behavior	4		School Core: International Category (ASB)	4	
MKTG 330-Marketing Research	4		MKTG 310-Consumer Behavior	4	
MKTG Elective	4		MKTG 320-Integrated Marketing Communication	4	
<b>Total:</b>	16		<b>Total:</b>	16	

Fourth Year					
Fall Semester	HRS	✓	Spring Semester	HRS	✓
Level 400 MKTG Elective	4		School Core: BADM 495-Strategic Management	4	
School Core: MGMT 370 Operations Management	4		Gen Ed: Topics in Arts & Humanities or Topics Social Science (if needed)	4	
MKTG 430-Marketing Management	4		Elective	4	
Elective	4		Elective	4	
<b>Total:</b>	16		<b>Total:</b>	16	

**Total Credits Required:** 128 credits

**Required GPA for Graduation:** 2.0

**Required GPA for Acceptance in to Program:** 2.5

\*Although students may take or transfer in any of these three math courses, MATH 101(Math with Applications) is highly recommended.

\*\*The ASB Career Pathways Program is managed through the ASB Career Services Office, ASB-513, which documents module completion. The Registrar is then notified and the course for that module is posted to the student's record.

All ASB Career Pathways courses must be completed prior to graduation and are pre-requisites for the business capstone course, BADM 495 Strategic Management.