

# BUSINESS: MARKETING, BBA

## FOUR-YEAR PLAN

This is a **sample** four-year plan for students directly admitted into the School of Business from high school. We encourage all students to consult with their academic advisor to develop an individualized plan that meets their specific needs.

### Freshman

Fall	Credits	Spring	Credits	Summer	Credits	Total
ECON 101	4	ECON 102	4	OTM 300, FINANCE 300, or M H R 300	3	3
PSYCH 202	3	MATH 211	5			
Science	3	Communications A	3			
Humanities, Social Science, or Literature	3	Ethnic Studies	3			
GEN BUS 110	1					
	<b>14</b>		<b>15</b>			<b>3</b>

### Sophomore

Fall	Credits	Spring	Credits	Summer	Credits	Total
GEN BUS 306	3	GEN BUS 307	3	OTM 300, M H R 300, or FINANCE 300	3	3
ACCT I S 100	3	ACCT I S 211	3			
MARKETNG 300	3	MARKETNG 305	3			
Humanities, Social Science, or Literature	3	GEN BUS 360	3			
Communications B	3-4	OTM 300, M H R 300, or FINANCE 300	3			
	<b>15-16</b>		<b>15</b>			<b>3</b>

### Junior

Fall	Credits	Spring	Credits	Summer	Credits	Total
MARKETNG 310	3	Marketing Elective 2	3			
Marketing Elective 1	3	Business Breadth	3			
Ethics <sup>1</sup>	4	Elective	3			
Humanities, Social Science, or Literature	3	Elective	3			
	<b>13</b>		<b>12</b>			

### Senior

Fall	Credits	Spring	Credits	Summer	Credits	Total
MARKETNG 460	3	Business Breadth	3			
GEN BUS 301	3	Elective	3			

Marketing Elective 3	3	Elective	3
Elective	3	Elective	3
	<b>9</b>		<b>12</b>

### Total Credits 111-112

1

Students must choose one of the following courses: PHILOS 241 Introductory Ethics, PHILOS 243 Ethics in Business, PHILOS 341 Contemporary Moral Issues, PHILOS/ENVIR ST 441 Environmental Ethics