



Degree: BBA

Major: Marketing

Catalog Year: 2022-2025

This guide is for planning purposes in consultation with your advisor. For official program requirements, please refer to the academic catalog and your degree audit. To complete the program in 4 years, students will need to enroll in an average of 15 credits (5 classes) per semester.

Degree requirements are made up of core requirements (C), major requirements (M), and elective courses (E).





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Second Year					
Semester 4					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
ACCT 201	Principles of Accounting I	C minimum	3	M	
DSIM 201	Business Statistics	C minimum	3	M	
INB 303	Competing in a Global Environment	Satisfies DEI requirement	3	M	
Core/Elective			3	C/E	
Core / Elective			3	C / E	

Third Year					
Semester 5					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
ACCT 202	Principles of Accounting II	(PRE: ACCT 201, MATH 112 or 113) C minimum.	3	M	
MGT 310	Org Behavior/Leadership Skills	Satisfies DEI requirement	3	M	
MKG 305	Buyer Behavior	PRE: MKG 301	3	M	
DSIM 305	Quantitative Business Methods	(PRE: DSIM 201 or consent of instructor)	3	M	
Core/Elective			3	C/E	

Third Year					
Semester 6					
Prefix/Number	Course Title	Prerequisites/Comments	Crs	Area	Sem
DSIM 370	Management Information Technology				



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Fourth Year

Semester 7



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• A minimum of forty-two credit hours must be in courses numbered 300 or above. • At least one each of an upper level **Writing-Intensive and Speech-Intensive** course (designated with a "WI" or "SI" in the course number; may be satisfied by **courses already required for major**). • At least 3 credit hours in Experiential Learning (defined as Undergraduate Research, Research Intensive with "RI" designation, Internship, Study Abroad, or Service Learning; may be satisfied by **courses already required for major**). • **At least one Diversity, Equity, Inclusion (DEI) course (may be satisfied by courses already required for major)**. **NOTE: This four year plan is meant to be a guide. For full degree requirements, please consult the academic catalog.**