



## Bachelor of Science in Business Administration Marketing Degree Plan\*\*

<i>Course</i>	<i>Prerequisite</i>	<i>Credits</i>	<i>X</i>
<b>First Semester</b>			
<b>First Term</b>			
ENG130 English Composition and Reading	None	3	
CIS120 Introduction to Digital Literacy	None	3	
<b>Second Term</b>			
BUS101 Introduction to Business	None	3	
COM104 Speech	None	3	
<b>Second Semester</b>			
<b>Third Term</b>			
BUS110 Data Analysis and Communication Tools	None	3	
MAT105 College Algebra	None	3	
<b>Fourth Term</b>			
BIS101 Introduction to Business Information Systems	None	3	
ECN101 Microeconomics	None	3	
<b>Third Semester</b>			
<b>Fifth Term</b>			
BUS112 Business Mathematics	None	3	
ENG140 English Composition and Critical Thinking	ENG130	3	
<b>Sixth Term</b>			
ECN102 Macroeconomics	ECN101	3	
ENG205 Information and Media Literacy	ENG130	3	
<b>Fourth Semester</b>			
<b>Seventh Term</b>			
ACT101 Introduction to Financial Accounting	None	3	
COM105 Intercultural Communication	None	3	
<b>Eighth Term</b>			
ACT102 Introduction to Managerial Accounting	ACT101	3	
ART137 Art Appreciation	None	3	

\*Each semester is composed of two (2) terms of eight (8) weeks each in length.

\*\* This degree plan is based on full-time status as defined by the University.



<i>Course</i>	<i>Prerequisite</i>	<i>Credits</i>	<i>X</i>
<b>Fifth Semester</b>			
<b>Ninth Term</b>			
MKT210 Principles of Marketing	None	3	
PSY101 Introduction to Psychology	None	3	
<b>Tenth Term</b>			
HRM210 Introduction to Human Resources Management	None	3	
BIO150 General Biology	None	3	
<b>Sixth Semester</b>			
<b>Eleventh Term</b>			
BUS220 Introduction to Business Law	None	3	
MGT321 Organizational Behavior and Management	None	3	
<b>Twelfth Term</b>			
FIN310 Introduction to Finance	None	3	
MGT334 Organizational and Business Communication	None	3	
<b>Seventh Semester</b>			
<b>Thirteenth Term</b>			
BUS331 Business Ethics	None	3	
MKT320 Consumer Behavior and Customer Relations	MKT210	3	
<b>Fourteenth Term</b>			
MGT326 Operations Management	None	3	
MGT332 Introduction to Project Management	None	3	
<b>Eight Semester</b>			
<b>Fifteenth Term</b>			
BIS440 Data Analysis and Decision-Making for Managers	None	3	
MGT410 Leading Organizations	None	3	
<b>Sixteenth Term</b>			
MKT442 Marketing Communications and Advertising	None	3	
MGT420 International Management	None	3	

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<i>Course</i>	<i>Prerequisite</i>	<i>Credits</i>	<i>X</i>
<b>Ninth Semester</b>			
<b>Seventeenth Term</b>			
MKT443 Marketing Analysis and Research	None	3	
PHI399 Applied Philosophy and Ethics	None	3	
<b>Eighteenth Term</b>			
MKT444 Strategic Internet Marketing	None	3	
POS399 Special Topics in Political Science and International Relations	None	3	
<b>Tenth Semester</b>			
<b>Nineteenth Term</b>			
MKT445 Search Engine Optimization (SEO) & Search Engine Marketing (SEM)	None	3	
HUM499 Senior Seminar: Humanities	None	3	
<b>Twentieth Term</b>			
SSC499 Senior Seminar: Social Sciences	None	3	
MGT499 Capstone	None	3	

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