

# Stonecipher School of Business

## 2021-2022 Business Administration - Marketing Degree Plan

### FIRST YEAR - FRESHMAN

<u>Fall Semester</u>		<u>Spring Semester</u>	
BUS 1113	Foundations of Business	BIOL 1-14 *	Life Science**
ENG 1113 *	Freshman Composition I	ENG 1213 *	Freshman Composition II
MATH 1613 *	College Algebra	PS 1113 *	United States Government
MIS 1903 *	Computer Business Applications	---	3 * Humanities-Western Civilization**
UNIV 1001 *	Freshman Seminar	---	3 * Humanities-Cultural/Human Diversity**
	1-14 * Physical Science**		
<b>17 TOTAL HOURS</b>		<b>16 TOTAL HOURS</b>	

### SECOND YEAR - SOPHOMORE

<u>Fall Semester</u>		<u>Spring Semester</u>	
ACCT 2103	Financial Accounting	ACCT 2203	Managerial Accounting
BSEC 2603	Business & Economic Statistics	ECON 2013	Principles of Microeconomics
COMM 2253 *	Communication in the Workplace	KIN 2212 *	Wellness OR Basic Nutrition HHFS 1513
ECON 2003 *	Principles of Macroeconomics	---	3 * Humanities & Social Sciences**
HIST 24-3 *	United States History Survey**	---	3 Elective (3 hours)***
<b>15 TOTAL HOURS</b>		<b>14 or 15 TOTAL HOURS</b>	

### THIRD YEAR - JUNIOR

<u>Fall Semester</u>		<u>Spring Semester</u>	
BUCOM 3133	Business Communication & Report Writing	MGMT 3063	Production/Operations Management
BUSLW 3213	The Legal Environment of Business	MIS 3433	Management Information Systems
FIN 3113	Financial Management	MKTG 3333	Digital Marketing (S)
MGMT 3013	Principles of Management	MKTG 3813	Professional Selling (S)
MKTG 3313	Principles of Marketing	---	3 Choose from COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives)
<b>15 TOTAL HOURS</b>		<b>15 TOTAL HOURS</b>	

### FOURTH YEAR - SENIOR

<u>Fall Semester</u>		<u>Spring Semester</u>	
BUS 4103	Global Business	BUS 4303	Business Strategy & Policy
BUS 4213	Business Ethics	MKTG 4623	Marketing Analytics and Strategy (S)
MKTG 3423	Integrated Marketing Communications (F)	---	8 Electives (8 Hours)***
MKTG 4413	Marketing Research (F)	---	3 Choose from COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives)
---	3 Choose from COMM 3243, MCOM 3343, MCOM 3843, MCOM 4323, upper-level Business Adm courses or upper-level Acct courses (ORGL courses do not count as Business Adm electives)		
<b>15 TOTAL HOURS</b>		<b>17 TOTAL HOURS</b>	

### TOTAL DEGREE PLAN HOURS 124

\*Denotes General Education Requirement      \*\*See current catalog "General Education Requirements" for selection      \*\*\*Minor (not required)/Electives (11 hours)  
 (F) Course normally taught in the fall semester only; (S) Course normally taught in the spring semester only