## **Bachelor of Science in Business**

## **Administration**

## Marketing with a Major in Professional Sales (BSBA)

## **Degree Program Guide**

The Degree Program Guide is a suggested curriculum to complete this degree program in four years. It is just one of several plans that will work and is presented only as broad guidance to students. Each student is strongly encouraged to develop a customized plan in consultation with their academic advisor. Additional information can also be found in Degree Works.

Freshman  Fall  ENGL 110C English Composition (C or better required)  MATH 162M Precalculus I (C or better required)  Language and Culture I (May be waived; see requirement details)  Nature of Science I 4  BUSN 110 Introduction to Contemporary Business (C or better required)  Free Elective 3  Credit Hours 14-17  Spring  ENGL 211C Writing, Rhetoric, and Research: Special Topics  MATH 200 Calculus for Business and Economics  Language and Culture II (May be waived; see requirement details)  Nature of Science II 4  Interpreting the Past 3  Credit Hours 3  Tendit Hours 3  Credit Hours 3  PHIL 230C Introduction to Ethics  PHIL 303E Business Ethics  PHIL 303E Business Ethics  PHIL 345E Bioethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better required)  Principles of Financial Accounting (C or better required)  3  3  3  3  3  3  3  4  3  4  4  4  4	Course	Title	Credit Hours
ENGL 110C English Composition (C or better required)  MATH 162M Precalculus I (C or better required)  Language and Culture I (May be waived; see requirement details)  Nature of Science I	Freshman		
better required)  MATH 162M Precalculus I (C or better required)  Language and Culture I (May be waived; see requirement details)  Nature of Science I 4  BUSN 110 Introduction to Contemporary Business (C or better required)  Free Elective 3  Credit Hours 14-17  Spring  ENGL 211C Writing, Rhetoric, and or Writing, Rhetoric, and Research (Cor better required) or Writing, Rhetoric, and Research: Special Topics  MATH 200 Calculus for Business and Economics  Language and Culture II (May be waived; see requirement details)  Nature of Science II 4  Interpreting the Past 3  Credit Hours 13-16  Sophomore  Fall  Literature 3  Oral Communication: COMM 101R required 3  Select one of the following: 3  PHIL 230E Introduction to Ethics  PHIL 303E Business Ethics  PHIL 344E Environmental Ethics  PHIL 345E Bioethics  PHIL 345E Bioethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better	Fall		
required)  Language and Culture I (May be waived; see requirement details)  Nature of Science I  BUSN 110  Introduction to Contemporary Business (C or better required)  Free Elective  3  Credit Hours  14-17  Spring  ENGL 211C  Or ENGL 231C  Research (Cor better required)  or Writing, Rhetoric, and Research (For better required) or Writing, Rhetoric, and Research (For better required) or Writing, Rhetoric, and Research Special Topics  MATH 200  Calculus for Business and Economics  Language and Culture II (May be waived; see requirement details)  Nature of Science II  Interpreting the Past  Credit Hours  13-16  Sophomore  Fall  Literature  3  Oral Communication: COMM 101R required  3  Select one of the following:  3  PHIL 230E  Introduction to Ethics  PHIL 303E  Business Ethics  PHIL 344E  Environmental Ethics  PHIL 345E  Bioethics  PHIL 345E  Bioethics  PHIL 442E  Studies in Applied Ethics  ACCT 201  Principles of Financial Accounting (C or better	ENGL 110C		3
Nature of Science I         4           BUSN 110         Introduction to Contemporary Business (C or better required)         1           Free Elective         3           Credit Hours         14-17           Spring           ENGL 211C or ENGL 231C         Writing, Rhetoric, and Research (Cor better required) or Writing, Rhetoric, and Research: Special Topics         3           MATH 200         Calculus for Business and Economics         3           Language and Culture II (May be waived; see requirement details)         4           Interpreting the Past         3           Credit Hours         13-16           Sophomore           Fall           Literature         3           Oral Communication: COMM 101R required         3           Select one of the following:         3           PHIL 303E         Introduction to Ethics           PHIL 344E         Environmental Ethics           PHIL 345E         Bioethics           PHIL 442E         Studies in Applied Ethics           ACCT 201         Principles of Financial Accounting (C or better	MATH 162M	<u> </u>	3
BUSN 110 Introduction to Contemporary Business (C or better required)  Free Elective 3  Credit Hours 14-17  Spring  ENGL 211C Writing, Rhetoric, and or ENGL 231C Research (Cor better required) or Writing, Rhetoric, and Research (Special Topics Accounting (C or better required) or Writing, Rhetoric, and Research: Special Topics  MATH 200 Calculus for Business and Economics  Language and Culture II (May be waived; see requirement details)  Nature of Science II 4  Interpreting the Past 3  Credit Hours 13-16  Sophomore  Fall  Literature 3  Oral Communication: COMM 101R required 3  Select one of the following: 3  PHIL 30E Introduction to Ethics  PHIL 303E Business Ethics  PHIL 344E Environmental Ethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better	Language and Culture I (May b	e waived; see requirement details)	0-3
Prec   Elective   3   3	Nature of Science I		4
Credit Hours   14-17	BUSN 110		1
ENGL 211C Writing, Rhetoric, and research. (Cor better required) or Writing, Rhetoric, and Research. Special Topics  MATH 200 Calculus for Business and Economics  Language and Culture II (May be waived; see requirement details)  Nature of Science II 4  Interpreting the Past 3  Credit Hours 13-16  Sophomore  Fall  Literature 3  Oral Communication: COMM 101R required 3  Select one of the following: 3  PHIL 230E Introduction to Ethics PHIL 303E Business Ethics PHIL 344E Environmental Ethics PHIL 345E Bioethics PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better)	Free Elective		3
ENGL 211C Writing, Rhetoric, and or ENGL 231C Research (Cor better required) or Writing, Rhetoric, and Research: Special Topics  MATH 200 Calculus for Business and Economics  Language and Culture II (May be waived; see requirement details)  Nature of Science II 4  Interpreting the Past 3  Credit Hours 13-16  Sophomore  Fall  Literature 3  Oral Communication: COMM 101R required 3  Select one of the following: 3  PHIL 230E Introduction to Ethics PHIL 303E Business Ethics PHIL 344E Environmental Ethics PHIL 345E Bioethics PHIL 345E Bioethics PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better		Credit Hours	14-17
or ENGL 231C  Research (Cor better required) or Writing, Rhetoric, and Research: Special Topics  MATH 200  Calculus for Business and Economics  Language and Culture II (May be waived; see requirement details)  Nature of Science II  Interpreting the Past  3  Credit Hours  13-16  Sophomore  Fall  Literature  3  Oral Communication: COMM 101R required  3  Select one of the following: 3  PHIL 230E  Introduction to Ethics PHIL 345E  Business Ethics PHIL 345E  Bioethics PHIL 345E  Bioethics PHIL 442E  Studies in Applied Ethics  ACCT 201  Principles of Financial Accounting (C or better)	Spring		
Economics		Research (Cor better required) or Writing, Rhetoric, and	3
Nature of Science II	MATH 200		3
Interpreting the Past         3           Credit Hours         13-16           Sophomore           Fall           Literature         3           Oral Communication: COMM 101R required         3           Select one of the following:         3           PHIL 230E         Introduction to Ethics           PHIL 303E         Business Ethics           PHIL 344E         Environmental Ethics           PHIL 345E         Bioethics           PHIL 442E         Studies in Applied Ethics           ACCT 201         Principles of Financial Accounting (C or better			0-3
Credit Hours         13-16           Sophomore           Fall           Literature         3           Oral Communication: COMM 101R required         3           Select one of the following:         3           PHIL 230E         Introduction to Ethics           PHIL 303E         Business Ethics           PHIL 344E         Environmental Ethics           PHIL 345E         Bioethics           PHIL 442E         Studies in Applied Ethics           ACCT 201         Principles of Financial Accounting (C or better         3	Nature of Science II		4
Sophomore           Fall           Literature         3           Oral Communication: COMM 101R required         3           Select one of the following:         3           PHIL 230E         Introduction to Ethics           PHIL 303E         Business Ethics           PHIL 344E         Environmental Ethics           PHIL 345E         Bioethics           PHIL 442E         Studies in Applied Ethics           ACCT 201         Principles of Financial Accounting (C or better         3	Interpreting the Past		3
Fall  Literature 3  Oral Communication: COMM 101R required 3  Select one of the following: 3  PHIL 230E Introduction to Ethics  PHIL 303E Business Ethics  PHIL 344E Environmental Ethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better		Credit Hours	13-16
Literature 3 Oral Communication: COMM 101R required 3 Select one of the following: 3 PHIL 230E Introduction to Ethics PHIL 303E Business Ethics PHIL 344E Environmental Ethics PHIL 345E Bioethics PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better	Sophomore		
Oral Communication: COMM 101R required 3  Select one of the following: 3  PHIL 230E Introduction to Ethics  PHIL 303E Business Ethics  PHIL 344E Environmental Ethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better	Fall		
Select one of the following:  PHIL 230E Introduction to Ethics  PHIL 303E Business Ethics  PHIL 344E Environmental Ethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better)	Literature		3
PHIL 230E Introduction to Ethics PHIL 303E Business Ethics PHIL 344E Environmental Ethics PHIL 345E Bioethics PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial Accounting (C or better	Oral Communication: COMM 101R required		3
PHIL 303E Business Ethics  PHIL 344E Environmental Ethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial 3 Accounting (C or better	Select one of the following:		3
PHIL 344E Environmental Ethics  PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial 3 Accounting (C or better	PHIL 230E	Introduction to Ethics	
PHIL 345E Bioethics  PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial 3 Accounting (C or better	PHIL 303E	Business Ethics	
PHIL 442E Studies in Applied Ethics  ACCT 201 Principles of Financial 3  Accounting (C or better	PHIL 344E	Environmental Ethics	
ACCT 201 Principles of Financial 3 Accounting (C or better	PHIL 345E	Bioethics	
Accounting (C or better	PHIL 442E	Studies in Applied Ethics	
	ACCT 201	Accounting (C or better	3

ECON 202S	Principles of Microeconomics (C or better required)	3
	Credit Hours	15
Spring		
Human Creativity		3
Information Literacy and Resear	ch	3
ACCT 202	Principles of Managerial Accounting	3
ECON 201S	Principles of Macroeconomics	3
BNAL 206	Business Analytics I	3
	Credit Hours	15
Junior		
Fall		
BNAL 306	Business Analytics II	3
FIN 323	Introductory Financial Management	3
IT 360T	Principles of Information Technology	3
MGMT 325	Contemporary Organizations and Management	3
MKTG 311	Marketing Principles and Problems (C or better required as a prerequisite to upper-level MKTG courses)**	3
	Credit Hours	15
Spring		
OPMT 303	Operations Management	3
FIN 331	Legal Environment of Business	3
ECON 301	Managerial Economics	3
MKTG 402	Consumer Behavior (C- or better required)	3
MKTG 411	Multi-National Marketing (C- or better required)	3
Free Elective		3
	Credit Hours	18
Senior		
Fall		
MGMT 485W	Business Policy and Strategy (C or better required)	3
MKTG 316	Professional Selling	3
MKTG 407	Marketing Research (C- or better required)	3
200-400 Level Free Elective		3
Upper-Division General Educati	on	3
Spring	Credit Hours	15
Spring MKTG 490	Markating Daliay and Ctuatage	3
	Marketing Policy and Strategy (C- or better required)	
MKTG 404	Sales Management	3
MKTG 417	Advanced Professional Selling	3
Select one of the following:	C	3
MKTG 367	Cooperative Education	
MKTG 368	Marketing Internship	
MKTG 369	Practicum	
MKTG 412	Retail Marketing	

	Total Credit Hours	120-126
	Credit Hours	15
Upper-DivisionGeneral Education		3
MGMT 452	Negotiations and Change Management	
MKTG 496	Selected Topics in Marketing	
MKTG 475	Marketing Analytics	
MKTG 428	Marketing of Services	

\*\* C or better required as a prerequisite to upper-level MKTG courses.