



Bachelor of Science in Business Administration- Marketing Concentration 4 Year Academic Plan

Freshman Fall Semester			Freshman Spring Semester		
Course	Course Name	Credits	Course	Course Name	Credits
BADM 100	Explorations in Business	3	ECON 142	Microeconomics	3
ENGL 150	College Writing II	3	BADM 224	Financial Accounting	3
MATH 232	Intro to Stats	3	CCAA XXX	Creative Arts Course	3
BADM 110	Info Tech for Business	3	BADM 206	Math Methods in Busi & Econ	3
ECON 141	Macroeconomics	3	CCHH XXX	Human Heritage Course	3
			PHED XXX	Phys Ed course	1
Subtotal		15	Subtotal		16
Sophomore Fall Semester			Sophomore Spring Semester		
BADM 225	Managerial Accounting	3	BADM 201	Business Law I	3
BADM 270	Marketing	3	BADM 260	Management	3
ECON 3XX	Stats for Business & Econ	3		Choose a Language course	3
CSTL XXX	Science with a Lab	4	CCAA XXX	Creative Arts Course	3
CCHH XXX	Human Heritage Course	3	CCST XXX	Science & Technology	3
			PHED XXX	Phys Ed course	1
Subtotal		16	Subtotal		16
Junior Fall Semester			Junior Spring Semester		
BADM 340	Financial Management	3	BADM 3XX	Legal & Social Environ of Bus	3
BADM 340	Marketing Research	3	ENGL 306	Business Writing & Present	3
CCSS XXX	Self & Society course	3		BADM Marketing Elective *	3
	BADM Marketing Elective*	3		Electives, any level or 100 writing/101 language	3
	Electives, any level or 100 writing/101 language	3		300 or above elective	3
Subtotal		15	Subtotal		15
Senior Fall Semester			Senior Spring Semester		
	BADM Elective*	3	BADM 384	Marketing Communications	3
BADM 381	Consumer Behavior	3	BADM 510	Seminar in Business Policy	3
CCAP	Core Capstone	3		300 or above elective	3
	Electives, any level or 100 writing/101 language	3		Electives, any level or 100 writing/101 language	3
	300 or above elective	3			
Subtotal		15	Subtotal		12

* **Electives in Marketing** (Select Any Two): BADM 380 - Strategic Marketing, BADM 386 – Sport Marketing, BADM 385 - Global Marketing, BADM 387 - Service & Event Marketing