

BA Management- Marketing

Sample 4-Year Course Sequence

Students should consult with their advisor to determine their plan of study.
 Students must take 128 credit hours to graduate with an average of 16 credit hours per semester.



Semester	Course Type	# Credit Hours
First Year		
Fall		
	MATH 1430 College Algebra	3
	ACCT 2010 Financial Accounting	3
	GCP & PHIL 2110 Intro to Ethics	6
	Freshman Seminar	3
	Total:	15
Spring		
	BUSN 1000 Business Spreadsheets	1
	MNGT 2100 Management Theory and Practice	3
	STAT 1100 Descriptive Statistics	3
	GCP	6
	General Elective or Minor	3
	Total:	16
Second Year		
Fall		
	MNGT 3400 Human Resource Management	3
	ECON 2000 Survey of Economics	3
	GCP	3
	General Elective or Minor	6
	Total:	15
Sophomore Spring		
	MNGT 3280 Introduction to Business Law	3
	CSIS 1500 Introduction to Business Technologies	3
	WSBT 2000 Career Exploration for Professional Success	3
	GCP	6
	General Elective or Minor	3
	Total:	18
Third Year		
Fall		
	MNGT 3500 Marketing	3
	BUSN 3710 Entrepreneurial Financial Management	3
	General Elective or Minor	9
	Total:	15
Spring - Study Abroad		
	BUSN 3500 Business and Global Issues	1
	MNGT 4330 International Marketing	3
	GCP	3
	General Elective or Minor	6
	Total:	13
Summer- Internship		
	Internship for Credit	3
	Total:	3

Fourth Year			
Fall			
	MNGT 3510 Advertising		3
	MNGT 4570 Marketing Research		3
	Upper Level WSBT		3
	Keystone Course		3
	General Elective or Minor		6
		Total:	18
Spring			
	MNGT 4920 Marketing Strategies		3
	MNGT3450 Organizational Behavior		3
	Upper Level WSBT		3
	General Elective or Minor		6
		Total:	15
	MNGT Required Courses		45
	Freshman Seminar & Keystone		6
	GCP		24
	General Elective or Minor (hours qualify for a double major)		50
	Internship for Credit		3
		Total:	128