

Academic Program Sequence Map

Program Degree Type and Name: BS in Business Administration with Specialization in Marketing

Catalog Year: 2020-2021

Program Level: Undergraduate

Academic Term Type: Semester

** Denote core course with an asterisk and (cc) next to the course number*

Year and Term: Year 1 Fall Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
ENGL 111: Written English and Lit. Studies I	3	x				
MATH 116: College Algebra	3	x				
MATH/CISC 120: Intro to Computers or MATH/CISC 131: Foundations of Computing I	3	x				
ECON 210: Business Presentations and Personal Branding	3		x			
Gen Ed or ENGL 110	3	x				ENGL 111 if placed in ENGL 110
Term Credit Total:	15	12	3			

Year and Term: Year 1 Spring Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
ENGL 112: Written English and Lit. Studies II	3	x				ENGL 111
MGMT 225: Principles of Management	3		x			B or Higher
MGMT 255: Information Systems for Mgmt. or ACCT 261 Computer Applications for Accountants	3		x			
ACCT 120: Intro to Financial Accounting	3		x			MATH 116 or higher
CINQ 101: Critical Inquiry	3	x				
Term Credit Total:	15	6	9			

Year and Term: Year 2 Fall Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
ACCT 121: Intro to Management Accounting	3		x			ACCT 120, MATH 116
ECON 220: Macro-Economics	3	x				
MGMT 340: Organizational Behavior or ANLC 250: Intro to Data Analytics	3		x			MGMT 225 or ACCT 261/MGMT 255
MKTG 220: Principles of Marketing	3		x			B or better
COMM 110: Oral Communication	3	x				
Term Credit Total:	15	6	9			

Year and Term: Year 2 Spring Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
BLAW 240: Business Law I	3		x			
ECON 221: Micro-Economics	3	x				
ECON 230: Ethics in the Global Community	3	x				
FINC 235: Financial Management	3		x			ACCT 120
Gen Ed	3	x				
Term Credit Total:	15	9	6			

Year and Term: Year 3 Fall Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
INBU 250: International Business	3		x			
ECON 125: Statistical Applications for Economic Decision Making	3	x				MATH 116
Specialization Elective	3		x			
JRSM 301: Junior Seminar	3	x				ENGL 112; SPCM 110; MATH
Gen Ed	3	x				
Term credit total:	15	9	6			

Year and Term: Year 3 Spring Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
Specialization Elective	3		x			
Specialization Elective	3		x			
Gen Ed	3	x				
Gen Ed	3	x				
Open Elective	3			x		
Term Credit Total:	15	6	6	3		

Year and Term: Year 4 Fall Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
Specialization Elective	3		x			
MKTG 450: Applied Research Analysis in Marketing	3		x			ENGL 112, 3 MKTG courses
Gen Ed	3	x				
Gen Ed	3	x				
Open Elective	3			x		
Term Credit Total:	15	6	6	3		

Year and Term: Year 4 Spring Term		Credits Per Classification				
Course Number & Title	CR	GE	Maj	OE	SM	Co / Prerequisite(s)
MGMT 460: Strategic Management	3		x			FINC/INBU/MGMT/MKTG/SPMG
Gen Ed	3	x				
Gen Ed	3	x				
Open Elective	3			x		
Open Elective	3			x		
Term Credit Total:	15	6	3	6		

Program Totals	Credits: 120	General Education: 60	Major & Major Elective: 48	Open Elective: 12
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Legend: CR: Credits GE: General Education Maj: Major / Major Elective OE: Open Elective SM: Success Marker Co/Prerequisite(s): List of co/ prerequisites for noted course