

B.S. in Marketing

Recommended Four-Year Plan (Fall 2022)

The recommended four-year plan is designed to provide a blueprint for students to complete their degrees within four years. Students must meet with their Major Advisor to develop a more individualized plan to complete their degree. This plan assumes that no developmental courses are required. If developmental courses are needed, students may have additional requirements to fulfill which are not listed in the plan and may extend degree completion.

NOTE: This recommended Four-Year Plan is applicable to students admitted into the major during the 2022-2023 academic year.

First Year				
Fall Semester	HRS		Spring Semester	HRS
Gen Ed: INTD 101-First Year Seminar	4		Gen Ed: Scientific Reasoning	4
Gen Ed: CRWT 102-Critical Reading & Writing II	4		Gen Ed: Historical Perspectives	4
Gen Ed: SOSC 110-Social Science Inquiry	4		School Core: ECON 102-Intro. to Macroeconomics	4
Gen Ed: Quantitative Reasoning (MATH 108, 110 or 121 required for ASB majors; MATH 108 is highly recommended)	4		School Core: INFO 224-Principles of Information Technology	4
			Career Pathways Module 1: PATH SB 1 Self-Assessment	Degree Rqmt.
			Recommended: BADM 120 Excel Expert Certification Prep	2
Total:	16		Total:	18

Second Year				
Fall Semester	HRS		Spring Semester	HRS
Gen Ed: AIID 201-Studies in the Arts & Humanities	4		Gen Ed: Distribution Category (Values & Ethics) (BADM 301 Ethics in Business double counts for Values & Ethics and School Core)	4
Gen Ed: Global Awareness	4		Gen Ed: Distribution Category (Systems, Sustainability, & Society OR Culture & Creativity) (Must be outside of ASB)	4
School Core: ECON 101-Microeconomics	4		School Core: ACCT 221-Principles of Financial Accounting	4
School Core: BADM 225-Management Statistics	4		School Core: MKTG 290-Marketing Principles & Practices	4

Third Year

Third Year							
Fall Semester		HRS		Spring Semester		HRS	
School Core: BADM 223-Business Law I		4		School Core: FINC 301-Corporate Finance I		4	
School Core: ACCT 222-Principles of Managerial Accounting		4					