

College: Spears School of Business Major: Marketing Option: None Academic Year: 2016-17

Proposed* Four-Year Degree Plan

Year One					
Fall Semester			Spring Semester		
BADM	1111	Business Freshmen Orientation – 1 hr	EEE	2023	Intro to Entrepreneurship – 3 hrs
ENGL	1113	Composition I – 3 hrs	ENGL	1213	Composition II – 3 hrs
HIST	1103	Survey of American History – 3 hrs	MATH	2103	Business Calculus – 3 hrs
MATH	1483	Math Functions & Uses – 3 hrs	POLS	1113	American Government – 3 hrs
		Humanities Course (H designation) – 3 hrs			Natural Science Course with Lab (N and L designations) – 4 hrs
Total: 13 Credit Hours			Total: 16 Credit Hours		

Year Two					
Fall Semester			Spring Semester		
ACCT	2103	Financial Accounting – 3 hrs	ACCT	2203	Managerial Accounting – 3 hrs
ECON	2103	Intro to Micro Economics – 3 hrs	ECON	2203	Intro to Macroeconomics – 3 hrs
MGMT	3013	Fundamentals of Management – 3 hrs	MKTG	3323	Consumer & Market Behavior – 3 hrs
MKTG	3213	Marketing – 3 hrs	MSIS	2103	Computer Concepts & Applications – 3 hrs
STAT	2023	Elem Statistics for Bus & Economics – 3 hrs			Social Science and International Course (S and I designation) – 3 hrs
Total: 15 Credit Hours			Total: 15 Credit Hours		

Year Three					
Fall Semester			Spring Semester		
SSB	XXXX	3 hrs (See Note C)	BCOM	3113	Written Communication – 3 hrs (See Note A)
MKTG	XXXX	3 hrs (See Note B)	FIN	3113	Finance – 3 hrs
MKTG	XXXX	3 hrs (See Note B)	LSB	3213	Legal & Regulatory Environ of Bus – 3 hrs
		Humanities and Diversity Course (H and D designation) – 3 hrs	MKTG	XXXX	3 hrs (See Note B)
		Natural Science course (N designation) – 3 hrs	SPCH	2713	Intro to Speech Communication – 3 hrs
Total: 15 Credit Hours			Total: 15 Credit Hours		

Year Four					
Fall Semester			Spring Semester		
SSB	XXXX	3 hrs (See Note C)	SSB	XXXX	3 hrs (See Note C)
MKTG	4333	Marketing Research – 3 hrs	SSB	XXXX	3 hrs (See Note C)
MKTG	XXXX	3 hrs (See Note B)	MGMT	4513	Strategic Management – 3 hrs
MSIS	3223	Operations Management – 3 hrs	MKTG	4683	Managerial Strategies in Marketing – 3 hrs
		General Elective – 4 hours			General Elective – 3 hrs
Total: 16 Credit Hours			Total: 15 Credit Hours		

*This plan is only one example of how a student may successfully complete degree requirements in four years. Students are responsible for completing requirements as given in the official degree requirement sheet for each major.

Note A: Can be the stipulated class or any class from the following list: BCOM-3113, 3223; ENGL-3223; SPCH-3723.

Note B: Can be the stipulated class or any upper-division Marketing course. Most Marketing classes are offered both semesters. With the exception of Consumer Behavior, which should be taken early, and Marketing Strategy, which should be taken in Year 4, other Marketing classes can be taken at any time.

Note C: Can be the stipulated class or any upper-division class in the Spears School of Business.

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