Bachelor of Science in Business Administration  
Major: Marketing  
Academic Year: 2020-2021

### Year One

**Fall Semester**
- BADM 1111 Business First Year Seminar  
- ENGL 1113 Composition I  
- HIST 1103 Survey of American History  
- MATH 1483 Math Functions  
- MSIS 2103 Business Data Science Technologies  
  Social Science (S with D or I designations)

Total: 16 Credit Hours

**Spring Semester**
- EEE 2023 Introduction to Entrepreneurship  
- ENGL 1213 Composition II  
- MATH 2103 Business Calculus  
- POLS 1113 American Government  
  Natural Science (N)

Total: 15 Credit Hours

### Year Two

**Fall Semester**
- ACCT 2003 Survey of Accounting  
- BADM 2111 Career Planning for Business Success  
- ECON 2003 Microeconomic Principles for Business  
- MGMT 3013 Fundamentals of Management  
- MKTG 3213 Marketing  
  Humanities (H with D or I designation)

Total: 16 Credit Hours

**Spring Semester**
- EEE 2023 Introduction to Entrepreneurship  
- BADM 3111 Career Planning for Business Success  
- MATH 3433 Fundamentals of Management  
  Interpersonal Skills  
  3 hours of upper division business  
  3 hours of upper division MKTG  
  Humanities (H with D or I designation)

Total: 15 Credit Hours

### Year Three

**Fall Semester**
- BADM 3111 Professional Development for Business Success  
- FIN 3113 Finance  
- LSB 3213 Legal and Regulatory Environment of Business  
- MKTG 3653 Marketing Analytics  
  3 hours of upper division MKTG  
  3 hours of upper division business

Total: 16 Credit Hours

**Spring Semester**
- MGMT 4513 Strategic Management  
- MSIS 3223 Principles of Data Analytics  
- MKTG 4333 Marketing Research  
  Natural Science with lab (LN)  
  3 hours upper division MKTG  
  3 hours electives

Total: 16 Credit Hours

### Year Four

**Fall Semester**
- MKTG 4683 Managerial Strategies in Marketing  
  or MKTG 4693 Marketing Strategy and Customer-Employee Interactions  
  3 hours upper division MKTG  
  3 hours of upper division business  
  3 hour electives  
  2 hour electives

Total: 14 Credit Hours

**Spring Semester**
- MGMT 4513 Strategic Management  
  3 hours of upper division business  
  3 hours from 12 hour list in major  
  3 hour electives

Total: 12 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 sheet for each major/concentration.