Bachelor of Science in Business Administration  
Major: Marketing  
Concentration: Research and Analytics  
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)

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

Total: 16 Credit Hours  
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)

**Spring Semester**
- MKTG 3323: Consumer and Market Behavior
- BADM 3113: Interpersonal Skills
- STAT 4053: Statistical Methods I for Social Sciences
- MSIS 4123: Information Assurance Management  
  3 hours upper division MKTG  
  Humanities (H with D or I designation)

Total: 16 Credit Hours  
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
- MSIS 4673: Data Visualization  
  3 hours electives

**Spring Semester**
- 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  
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

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

Total: 14 Credit Hours  
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.