## Bachelor of Science in Business Administration

**Major:** Marketing  
**Concentration:** Professional Selling and Sales Management  
**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
- **MKTG 3323**  
  Consumer and Market Behavior
- **BADM 3113**  
  Interpersonal Skills
- **MKTG 3473**  
  Professional Selling  
  3 hours 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
- **MKTG 3513**  
  Sales Management  
  3 hours electives

Total: 16 Credit Hours

#### Spring Semester
- **MSIS 3223**  
  Principles of Data Analytics
- **MKTG 4333**  
  Marketing Research  
  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
- **MKTG 3873**  
  Internship  
  3 hours of upper division business  
  3 hour electives

Total: 14 Credit Hours

#### Spring Semester
- **MGMT 4513**  
  Strategic Management  
  3 hours of upper division business  
  3 hour electives  
  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.