



FINISH IN FOUR

Bachelor of Science in Business Administration
Major: Marketing
Concentration: Marketing Communications 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 3433 Promotional Strategy
3 hours of upper division business
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 4343 Brand Marketing
3 hours upper division MKTG

Total: 16 Credit Hours

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

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.



SPEARS SCHOOL OF BUSINESS