



FINISH IN FOUR

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

Year One					
Fall Semester			Spring Semester		
BADM	1111	Business First Year Seminar	EEE	2023	Introduction to Entrepreneurship
ENGL	1113	Composition I	ENGL	1213	Composition II
HIST	1103	History of the United States	MATH	2103	Business Calculus
MATH	1483	Math Functions	POLS	1113	American Government
MSIS	2103	Business Data Science Technologies			Natural Science (N)
		Social Science (S with D or I designations)			
Total: 16 Credit Hours			Total: 15 Credit Hours		

Year Two					
Fall Semester			Spring Semester		
ACCT	2003	Survey of Accounting	MKTG	3323	Consumer and Market Behavior
BADM	2111	Career Planning for Business Success	BADM	3113	Interpersonal Skills
ECON	2003	Microeconomic Principles for Business	MKTG	3433	Promotional Strategy
MGMT	3013	Fundamentals of Management			3 hours upper division business
MKTG	3213	Marketing			Humanities (H with D or I designation)
		Humanities (H with D or I designation)			
Total: 16 Credit Hours			Total: 15 Credit Hours		

Year Three					
Fall Semester			Spring Semester		
BADM	3111	Professional Development for Business Success	MSIS	3223	Principles of Data Analytics
FIN	3113	Finance	MKTG	4333	Marketing Research
LSB	3213	Legal and Regulatory Environment of Business	MKTG	4993	Digital Marketing
MKTG	3653	Marketing Analytics			Natural Science with lab (LN)
MKTG	4343	Brand Marketing			3 hours electives
		3 hours of upper division MKTG			
Total: 16 Credit Hours			Total: 16 Credit Hours		

Year Four					
Fall Semester			Spring Semester		
MKTG	4683 or 4693	Managerial Strategies in Marketing or Marketing Strategy and Customer-Employee Interactions	MGMT	4513	Strategic Management
		3 hours upper division MKTG			3 hours of upper division business
		3 hours of upper division business			3 hours electives
		3 hours electives			3 hours electives
		2 hours 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 requirement sheet for each major.



SPEARS SCHOOL OF BUSINESS