



FINISH IN FOUR

Bachelor of Science in Business Administration
 Major: Marketing
 Concentration: Research and Analytics
 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 | STAT | 4053 | Statistical Methods I for Social Sciences |
| MGMT | 3013 | Fundamentals of Management | | | 3 hours upper division MKTG |
| 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 | | | Natural Science with lab (LN) |
| MKTG | 3653 | Marketing Analytics | | | 3 hours upper division MKTG |
| MSIS | 4673 | Data Visualization | | | 3 hours electives |
| | | 3 hours of upper division business | | | |
| 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