

Program Degree Type and Name: **BS in Business Administration with Specialization in Marketing**
Program Level: **Undergraduate** Academic Term Type: **Semester**

Catalog Year: **2025-2026**

Denote core course with an asterisk and (cc) next to the course number									
Year and Term: Year 1 Fall Term				Credits Per Classification					
Course Number & Title		CR	GE	Maj	OE	SM	Co / Prerequisite(s)		Milestone/Advice
ENGL 111: Written English and Lit. Studies I		3	x						
MATH 116: College Algebra		3	x						
Econ 115 The Economy and You		3	x						
ECON 120 World of Busines		3	x						GC, CA
CINQ 101: Critical Inquiry		3	x				ENGL 111 if placed in		
Term Credit Total:		15	15						
Year and Term: Year 2 Fall Term				Credits Per Classification					
Course Number & Title		CR	GE	Maj	OE	SM	Co / Prerequisite(s)		Milestone/Advice
ACCT 121: Intro to Management Accounting		3		x			ACCT 120		
ECON 221: Micro-Economics		3	x						
MGMT 255: Information Systems for Mgmt. or AC		3		x			CIS 120		
MKTG 220: Principles of Marketing		3		x					CA
COMM 110: Oral Communication		3	x						
Term Credit Total:		15	6	9					
Year and Term: Year 3 Fall Term				Credits Per Classification					
Course Number & Title		CR	GE	Maj	OE	SM	Co / Prerequisite(s)		Milestone/Advice
Open Elective		3			x				CA
ECON 125: Statistical Applications for Econo		3	x				MATH 116		
Specialization Elective		3		x					
JRSM 301: Junior Seminar		3	x				ENGL 112; SPCM 110, MATH 115/116		
Gen Ed		3	x						
Term credit total:		15	9	3	3				
Year and Term: Year 4 Fall Term				Credits Per Classification					
Course Number & Title		CR	GE	Maj	OE	SM	Co / Prerequisite(s)		Milestone/Advice
Specialization Elective		3		x					
MKTG 450: Applied Research Analysis in Marketing		3		x			ENGL 112, 3 MKTG courses		
Gen Ed		3	x						
Gen Ed		3	x						
Open Elective		3			x				
Term Credit Total:		15	6	6	3				
Program Totals		Credits: 120		General Education: 60					