

Business Administration

Marketing

Suggested 4-year plan of study

First Year

Fall

Course Number	Course Title	Credits (15)
BSAD 1030	Principles of Management	3
ECON 1100	Principles of Macroeconomics (PL)	3
ENGL 1100	Writing I (W)	3
FYE 1020	FYE Sem: Adventures in Business (R & IL)	3
MATH 1800	Business Statistics (QR)(Math)	3

Spring

Course Number	Course Title	Credits (15)
BSAD 1700	Intro. to Computer Information Systems	3
BSAD 1040	Fundamentals of Marketing	3
ECON 1200	Principles of Microeconomics	3
ENGL 1200	Writing II (W&IL)	3
SPCH 1000	Intro. to Speech Communications	3

Sophomore Year

Fall

Course Number	Course Title	Credits (15)
BSAD 2010	Intro. to Financial Reporting	3
BSAD 2600	Business Law I (ER)	3
	Civic Learning Gen. Ed. Elective (CV)	3
	Fine Arts Exp. & Analysis Gen Ed Elect. (FA)	3
	Free Elective	3

Spring

Course Number	Course Title	Credits (15)
BSAD 2020	Intro. to Managerial Accounting	3
BSAD 2400	Basic Finance	3
BSAD 3600	Business Law II	3
	Historical Inq. & Analysis Gen Ed Elect. (HI)	3
	Lit. Inq. & Anal. Gen Ed Elective (LI)	3

Junior Year

Fall

Course Number	Course Title	Credits (15)
BSAD 3310	Consumer Behavior	3
	AIA Gen Ed elective (AIA)	3
	Personal Wellness (PW)	3
	Free Elective	3
	Free Elective	3

Spring

Course Number	Course Title	Credits (15)
BSAD 4325	Market Research	3
BSAD 3700	Sales Management	3
BSAD 3325	International Marketing	3
	Scientific Inq. & Analysis Gen Ed Elective (SI)	3
	Free Elective	3

Senior Year

Fall

Course Number	Course Title	Credits (15)
BSAD 3330	Advertising	3
BSAD 4230	Business Fluctuations & Forecasting (AIA)	3
BSAD 4880	International Business Management (DP)	3
	AIA Inter. High Impact Pract. Gen Ed Elective (IHIP)	3
	Free Elective	3

Spring

Course Number	Course Title	Credits (15)
BSAD 4340	Developing Marketing Strategies	3
BSAD 4890	Business Policy and Strategy	3
BSAD XXXX	BSAD Free Elective	3
	Free Elective	3
	Free Elective	3

Completion of 120 credits is required for graduation

General Education

Foundation (3 credits each)

- Reading & Info Literacy First-Year Exper. (R & IL)
- Writing (W): Writing I
- Writing & Info. Literacy (W & IL): Writing II
- Quantitative Reasoning (QR)
- World Languages, Speaking and Listening (WS)

Exploration (3 credits each)

- Civic Learning (CV)
- Diverse Perspectives (DP)
- Ethical Reasoning (ER)
- Fine Arts Expression & Analysis (FA)
- Historical Inquiry & Analysis (HI)
- Literary Inquiry & Analysis (LI)
- Personal Wellness (PW)
- Procedural & Logical Thinking (PL)
- Scientific Inquiry & Analysis (SI)

General Education: MAJ

There may be major courses that have been approved to fulfill up to 3 General Education requirements (at least 9 credits). Varies by major and concentration.