

Suggested Four-Year Plan of Study

Business Administration



Marketing

FRESHMAN YEAR

Fall Semester		15 Credits
BSAD 1030	Principals of Management.....	3
ECON 1100	Principals of Macroeconomics (PL)	3
ENGL 1100	Writing (W)	3
FYE 1020	FYE Sem: Adventures in Business (R and IL)	3
Math 1800	Business Statistics (QR) (Math)	3

Spring Semester		15 Credits
BSAD 1700	Introduction to Computer Information Systems. 3	
BSAD 1040	Fundamentals of Marketing	3
ECON 1200	Principles of Microeconomics	3
ENGL 1200	Writing II (W and IL)	3
SPCH 1000	Introduction to Speech Communications (WS) ...	3

JUNIOR YEAR

Fall Semester		15 Credits
BSAD 3310	Consumer Behavior	3
	AIA Gen Ed Elective (AIA)	3
	Personal Wellness (PW)	3
	Free Elective.....	3
	Free Elective	3

Spring Semester		15 Credits
BSAD 4325	Market Research.....	3
BSAD 3700	Sales Management	3
BSAD 3325	International Marketing.....	3
	Scientific Inq. and Analysis Gen Ed Elective (SI) ..	3
	Free Elective	3

SOPHMORE YEAR

Fall Semester		15 Credits
BSAD 2010	Introduction to Financial Reporting.....	3
BSAD 2600	Business Law I (ER)	3
	Civic Learning Gen Ed Elective (CV).....	3
	Fine Arts Exp. and Analysis Gen Ed Elective (FA) .3	
	Free Elective.....	3

Spring Semester		15 Credits
BSAD 2020	Introduction to Managerial Accounting.....	3
BSAD 3600	Business Law II.....	3
BSAD 3400	Basic Finance	3
	Historical Inq. and Analysis Gen Ed Elective (HI) ..	3
	Literary Inq. and Analysis Gen Ed Elective (LI).....	3

SENIOR YEAR

Fall Semester		15 Credits
BSAD 3330	Advertising.....	3
BSAD 4230	Business Fluctuations and Forecasting (AIA).....	3
BSAD 4880	International Business Management (DP)	3
	AIA Inter. High Impact Pract. Gen Ed Elct. (IHIP). 3	
	Free Elective	3

Spring Semester		15 Credits
BSAD 4340	Developing Marketing Strategies.....	3
BSAD 4890	Business Policy and Strategy	3
BSAD #####	BSAD Free Elective	3
	Free Elective	3
	Free Elective	3

General Education: Foundation

3 credits Reading and Information Literacy (R and IL): First Year Experience
 3 credits Writing (W): Writing I
 3 credits Writing and Information Literacy (W and IL): Writing II
 3 credits Quantitative Reasoning (QR) (MATH)
 3 credits World Languages, Speaking and Listening (WS)

General Education: Exploration

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

General Education: Integration

9 credits AIA (3 of which must be Integrative High Impact Practice - IHIP)
 OR
 Minor (professional majors completing a minor or second major must include at least 9 credits in LA&S disciplines for that minor)

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.

Suggested 4-year plan of study. Completion of 120 credits required for graduation.