

Two-Year Course Rotation

BUSINESS ADMINISTRATION



Marketing Concentration, Online / Accelerated B.S.

Even Years

Odd Years

| Course | Title | Even Years | | | | | | Odd Years | | | | | |
|------------|--|------------|----------|----------|----------|--------|--------|-----------|----------|----------|----------|--------|--------|
| | | Spring A | Spring B | Summer A | Summer B | Fall A | Fall B | Spring A | Spring B | Summer A | Summer B | Fall A | Fall B |
| BSAD 1700 | Intro to Computer Info Systems for Business | ✓ | | | ✓ | | ✓ | | | | ✓ | | |
| BSAD 2010 | Introduction to Financial Reporting | | | ✓ | | | | ✓ | | | ✓ | | ✓ |
| BSAD 2020 | Introduction to Managerial Accounting | ✓ | | ✓ | | | ✓ | | | | ✓ | | |
| BSAD 2030 | Principles of Management | | ✓ | | | | ✓ | | | ✓ | | ✓ | |
| BSAD 2040 | Fundamentals of Marketing | ✓ | | ✓ | | | | ✓ | | | ✓ | | |
| BSAD 3400 | Basic Finance | | | | ✓ | | | ✓ | | ✓ | | | ✓ |
| BSAD 3500 | Business Law I | | ✓ | | | ✓ | | | ✓ | | | | ✓ |
| BSAD 4230 | Fluctuations and Forecasting | | | ✓ | | | ✓ | | ✓ | | | ✓ | |
| BSAD 4300 | Sales Management | | ✓ | | | ✓ | | | | ✓ | | | ✓ |
| BSAD 4330 | International Marketing | ✓ | | | ✓ | | | | ✓ | | | ✓ | |
| BSAD 4500 | Business Law II | | | ✓ | | | ✓ | | | ✓ | | | ✓ |
| BSAD 4880 | International Business Management | | ✓ | | | ✓ | | ✓ | | | ✓ | | |
| BSAD 4890 | Business Policy and Strategy | ✓ | | | ✓ | | | ✓ | | | | ✓ | |
| BSAD 3310 | Consumer Behavior | ✓ | | | | | | ✓ | | | | | |
| BSAD 3320 | Market Research | | ✓ | | | | | | ✓ | | | | |
| BSAD 3330 | Advertising | | | | ✓ | | | | | | ✓ | | |
| BSAD 4340 | Developing Marketing Strategies | | | | | ✓ | | | | | | ✓ | |
| 3 Credits | BSAD Elective | | | | | | | | | | | | |
| 12 Credits | Major Gen Ed Requirements BSAD | | | | | | | | | | | | |
| 15 Credits | Foundation: Foundation For Life Long Learning | | | | | | | | | | | | |
| 21 Credits | Exploration: Critical/Creative Thinking Across Disc* | | | | | | | | | | | | |
| 6 Credits | Integration: Advancing & Applying LAS Learning* | | | | | | | | | | | | |
| 12 Credits | Free Electives | | | | | | | | | | | | |

*Remaining credit requirements, not covered within core courses.

These course listings are subject to change. Revised 1/27/2022