

The W. A. Franke College of Business
 Marketing Bachelor of Science in Business Administration
 2023-2024 Undergraduate Catalog

Progression Plan-Classic

Sample Progression Plans are for planning purposes
 only; see the catalog for official details.

Year 1 - Fall	
ISM 120 Intro To Computer Information Systems	3
MAT 121 Finite Math w/Calculus	4
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3
General Elective Course	2

Year 1 - Spring	
ACC 205 Introduction To Business Law	3
Foundation English	4
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3
General Elective Course	3

Year 2 - Fall	
ACC 255 Principles Of Accounting: Financial	3
ECO 201 Introduction To Business Statistics	3
ECO 284 Principles Of Economics: Micro	3
Certificate or Minor course	3
Certificate or Minor course	3

Year 2 - Spring	
ACC 256 Principles Of Accounting: Managerial	3
ECO 285 Principles Of Economics: Macro	3
Liberal Studies Lab Science Lecture	3
Liberal Studies Lab Science Lab	1
Certificate or Minor course	3
Certificate or Minor course	3
Apply for the Business Professional Program before taking upper-division business courses.	

Year 3 - Fall	
FIN 311 Principles Of Finance	3
MGT 300 Managing, Organizing & Leading	3
MGT 340 Business Ethics	3
MGT 350W or ENG 302W	3
MKT 333 Introduction To Marketing	3
Meet with your Faculty Career Mentor.	

Year 3 - Spring	
ISM 360 Management Information Systems	3
MGT 301 Principles Of Operations Management	3
MKT 334 Consumer Behavior And Satisfaction	3
MKT 337 Professional Selling	3
Certificate or Minor course	3

Year 4 - Fall	
BAN 440 Applied Business Intelligence	3
MKT 439 Marketing Research	3
MKT 450 Digital Marketing	3
ECO 486 or FIN 480 or MGT 405 or MKT 480	3
Certificate or Minor course	3

Year 4 - Spring	
MGT 490C Strategic Management	3
MKT 494 Strategic Marketing	3
Certificate or Minor course	3
Certificate or Minor course	4