

The W. A. Franke College of Business  
 Marketing Bachelor of Science in Business Administration  
 2021-2022 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	3

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
General Elective Course	3
General Elective 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
General Elective Course	3
General Elective Course	3
<b>Apply for the Business Professional Program before taking upper-division business courses.</b>	

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
<b>Meet with your Faculty Career Mentor.</b>	

Year 3 - Spring	
ISM 360 Management Information Systems	3
MGT 301 Principles Of Operations Management	3
MKT 334 Consumer Behavior And Satisfaction	3
Marketing concentration course	3
Marketing concentration course	3

Year 4 - Fall	
ISM 440 Applied Business Intelligence	3
MKT 439 Marketing Research	3
Marketing concentration course	3
ECO 486 or FIN 480 or MGT 405 or MKT 480	3
General Elective Course	3

Year 4 - Spring	
MGT 490C Strategic Management	3
MKT 494 Strategic Marketing	3
Marketing concentration course	3
Marketing concentration course	3