Provost Office

Business Administration Bachelor of Business Administration

Marketing - Emphasis

2022-2023 Undergraduate Catalog

Progression Plan-Classic

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

Year 1 - Fall	
Foundation English	4
General Elective Course	3
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3

Year 1 - Spring	
Introductory Computer Course (BBA 293)	3
Business Law (BBA 205)	3
Quantitative Methods: MAT 131 or MAT 121	3
Quantitative Methods/Math Foundation	3
Liberal Studies and/or Diversity	3

Year 2 - Fall	
Microeconomics (BBA 284)	3
Financial Accounting (BBA 255)	3
Business Statistics (BBA 201)	3
Liberal Studies and/or Diversity	3
Liberal Studies and/or Diversity	3

Year 2 - Spring	
Macroeconomics (BBA 285)	3
Managerial Accounting (BBA 256)	3
Liberal Studies Lab Science Lecture	3
Liberal Studies Lab Science Lab	1
Liberal Studies and/or Diversity	3
General Elective Course	3

Year 3 - Fall	
BBA 300 Principles Of Management In A Global Economy	3
BBA 305W Effective Business Communications	3
BBA 310 Principles Of Marketing In A Global Economy	3
BBA 320 Managerial Finance	3
Upper Division Business Elective	3

Year 3 - Spring	
BBA 330 Supply Chain & Operations Management	3
BBA 340 Management Information Systems	3
BBA 335 Human Resource Management	3
BBA 313 Personal Selling	3
BBA 315 Services Marketing	3

Year 4 - Fall	
BBA 360 Teams And Project Management	3
BBA 450 Leadership	3
BBA 480 Business Plan Development	3
BBA 317 Consumer Behavior	3
Upper Division Business Elective	3

Year 4 - Spring	
BBA 490C Strategic Management	3
BBA 413 Emarketing	3
BBA 417 Marketing Research	3
BBA 420 or 425	3
BBA 390 Negotiation And Conflict Management	3