

# SCHOOL OF BUSINESS ADMINISTRATION

## Bachelor of Business Administration

### Academic Degree Plan 2025-2026

Name:	ID#	Advisor:
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Disclaimer: This Document is unofficial until audited by a School of Business Academic Counselor

**Minor/2nd Major or Degree:**

	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
<b>FRESHMAN</b>	Intro to College Writing or First-Year Writing I	WRIT 100 or WRIT 101			3	First-Year Writing II or Freshman Seminar	WRIT 102 or LIBA 102			3
	Humanities				3	Humanities				3
	Business Mathematics**	MATH 167 <i>(C Minimum required)</i>			3	Calculus I or Business Calculus I or Calculus of Decision Making I	MATH 261/267/271 <i>(C minimum required)</i>			3
	General Elective				3	Fine Arts--AH, MUS, THEA, DANC, or LIBA 130				3
	Science Lecture-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				3	Science Lecture-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				3
	Science Lab-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				1	Science Lab-- ASTR, BISC, CHEM, GEOL, PHYS, or LIBA*				1
<b>SOPHOMORE</b>	Accounting I	ACCY 201 <i>(C Minimum required)</i>			3	Accounting II	ACCY 202			3
	Principles of Microeconomics	ECON 202 <i>(C minimum required)</i>			3	Principles of Macroeconomics	ECON 203 <i>(C minimum required)</i>			3
	Legal Environment of Business	BUS 250			3	Business Communication	BUS 271			3
	Economic Statistics I	BUS 230 or ECON 230 <i>(C minimum required)</i>			3	General Elective				3
	General Elective				3	General Elective				3

**Prerequisites:**

Writ 102 or Liba 102--Completion of Writ 100 or Writ 101  
 Math 167-- Math ACT 19 or higher or Math SAT 510 or higher; ALEKS 38  
 Accy 202--Completion of Accy 201  
 Econ 203--C minimum in Econ 202 (**must make C or better in Econ 203**)

Bus/Econ 230--C minimum in Math 261/267/271  
 Bus 271--Completion of Writ/Liba 102  
 \* Only LIBA 150 and LIBA 151 approved  
 \*\*Math 167 strongly preferred, but may substitute Math 121, 125, or 268

# Marketing Major

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	COURSE TITLE	UM	TRF	GRADE	HRS	COURSE TITLE	UM	TRF	GRADE	HRS
<b>JUNIOR</b>	Marketing Principles	MKTG 351 <i>(C min)</i>			3	Economic Statistics II	BUS 302 or ECON 302			3
	Business Finance I	FIN 331			3	Intro to Operations & Supply Chain Mgmt	MKTG 372			3
	Principles of Management	MGMT 371 <i>(C min)</i>			3	<b>Consumer and Market Behavior</b>	<b>MKTG 367</b>			3
	Business Analytics and Information Systems	BAIS 309			3	<b>Professional Selling and Relationship Marketing</b>	<b>MKTG 354</b>			3
	General Elective				3	<b>Major Field Elective* or Emphasis Course**</b>				3
<b>SENIOR</b>	<b>Major Field Elective* or Emphasis Course**</b>				3	<b>Marketing Policy and Strategy</b>	<b>MKTG 451</b>			3
	<b>Major Field Elective* or Emphasis Course**</b>				3	<b>Major Field Elective* or Emphasis Course**</b>				3
	<b>Marketing Research</b>	<b>MKTG 525</b>			3	General Elective				3
	300+ Business or 300+ Nonbusiness Elective				3	Management of Strategic Planning	MGMT 493			3
	300+ Business Elective				3	300+ Business Elective				3

**Prerequisites:**

MKTG 351, MGMT 371, BAIS 309, MKTG 372--Completion of 54 credit hours; and  
C minimum in Math 167, Math 267, Accy 201, Econ 202, and Econ/Bus 230  
FIN 331--C minimum in Math 167, Math 267, Accy 201, Econ 202, Econ 203, Econ/Bus 230;  
and completion of ACCY 202.

MKTG 354-- 54 hours earned  
MGMT 493--C minimum in MGMT 371; completion of FIN 331, MKTG 351, MKTG 372  
MKTG 367, MKTG 451--C minimum in MKTG 351  
MKTG 525--C minimum in MKTG 351; Completion of BUS/ECON 230 &  
BUS/ECON 302, and BAIS 309

BUS/ECON 302--C minimum in BUS/ECON 230

**\*Major Field Elective--Choose from any 300-level or above MKTG course**

MKTG 356, 358, 360, 368, 370, 371, 381, 452, 458, 465, 495--C minimum in MKTG 351  
MKTG 353, 361, 488-- 54 hours earned  
MKTG 462, MKTG 475, MKTG 477--C minimum in MKTG 351 OR MKTG 372  
MKTG 395--Honors student w/ Department Chair Approval (3 hrs only)

MKTG 357- C Minimum in Mktg 351 or Engr 309  
MKTG 455- C Minimum in Mktg 351 or Mktg 354  
MKTG 496--Completion of ECON 230 and 54 credit hours

**\*\*Emphasis areas available: Digital Marketing, Global Supply Chain Management, and Marketing Analytics. See additional handout for required courses.**

**General Elective** --100 level or above 3 hour graded courses (some exclusions apply)

300+ Non-business elective--all 300 level or above 3 hour graded courses, excludes ACCY, BUS, ECON, ENT, FIN, GB, MGMT, BAIS, MKTG, and EDHE 303

300+ Business elective--all 300 level or above 3 hour graded ACCY, BUS, ECON, ENT, FIN, MGMT, BAIS, or MKTG courses,  
excludes coursework required for specific major, all GB courses, and ACCY 300

**Minimum 2.0 GPA requirements in each of these areas:**

*Marketing majors may not also major in Professional Sales*

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|-------------------|---------------------------------|---|
| 1. Cumulative GPA | 3. GPA in Major Courses         | 5. GPA in All Courses Applied to Degree |
| 2. Resident GPA   | 4. GPA in Bus/Econ/Accy Courses |   |