

# SCHOOL OF BUSINESS ADMINISTRATION

## Bachelor of Business Administration

### Academic Degree Plan 2022-2023

<b>Name:</b>	<b>ID#</b>	<b>Advisor:</b>
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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 or Fine Arts				3
	Business Mathematics**	MATH 167			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			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	100-Level Marketing Course				3

**GPA on 36 hours to declare specialty major:**

**Prerequisites:**

*Writ 102 or Liba 102--Completion of Writ 100 or Writ 101*

*Math 167-- Math ACT 19 or higher or Math SAT 450 or higher*

*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 (must make C or better in BUS/ECON 230)*

*\* Only LIBA 150 and LIBA 151 approved*

*Bus 271--Completion of Writ 100/101 and Writ/Liba 102*

*\*\*Math 167 strongly preferred, but may substitute Math 121 or Math 125*

**Marketing & Communication Strategy**

Name:	ID#	Advisor:
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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 minimum required)</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 minimum required)</i>			3	Information Technology	MIS 309			3
	Negotiations	BUS 322			3	Advertising and Promotion	<b>MKTG 353</b> <i>(C minimum required)</i>			3
	General Elective				3	Consumer and Market Behavior	MKTG 367			3
<b>SENIOR</b>	Developing Products Customers Want or Marketing & Sales Cosultancy	MKTG 357 OR 495			3	Social & Digital Media Strategy or Social & Digital Media Metrics	MKTG 370 or 371			3
	Marketing Policy and Strategy	MKTG 451			3	Advanced Campaign Planning	MKTG 465			3
	Marketing Elective				3	General Elective				3
	General Elective				3	Management of Strategic Planning	MGMT 493			3
	300+ Business Elective				3	300+ Business Elective				3

**Prerequisites:**

MKTG 351, MGMT 371, MIS 309--Completion of 54 Hours  
MKTG 372--completion of BUS/ECON 230  
BUS/ECON 302--C minimum in BUS/ECON 230  
Bus 322-- Completion of 54 earned hours  
FIN 331--C minimum in Econ 202, 203, and BUS/ECON 230; and completion of ACCY 201 and 202

MKTG 353, 357, 367, 370, 371, 451, 465 495-- C minimum in MKTG 351  
MKTG 525--C minimum in MKTG 351; Completion of BUS/ECON 230 & BUS/ECON 302, and MIS 309  
MGMT 493--C minimum in MGMT 371; completion of FIN 331, MKTG 351, MKTG 372

**Marketing Elective: Choose any 300-level or above MKTG Course**

MKTG 356, 357, 358, 360, 361, 368, 370, 371, 381, 452, 458, 465--C minimum in MKTG 351  
MKTG 354-- Completion of 54 earned hours  
MKTG 462, MKTG 475, MKTG 477--C minimum in MKTG 351 OR MKTG 372

MKTG 488, 496--Completion of MKTG 351 and ECON/BUS 302

**100-Level Marketing** -- Choose from MKTG 101, 102, 103, or 104

**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, MIS, and MKTG

**300+ Business elective**--all 300 level or above 3 hour graded ACCY, BUS, ECON, ENT, FIN, MGMT, MIS, 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:**

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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 |   |