

### B.S. Business Administration - Marketing (BAMK) Recommended Four-Year Plan (Fall 2016)

This recommended four year plan is provided as an **outline** for students to follow in order to complete their degree requirements within four years. This plan is a **recommendation** and students should only use it in consultation with their academic advisor. Students should be aware that this plan assumes that no developmental courses are required. If developmental courses are needed, students may have additional requirements to fulfill which do not appear on the four year plan.

#### First Year

Fall Semester	HRS	✓	Spring Semester	HRS	✓
ENWR 105 – College Writing I	3		ENWR 106 – College Writing II	3	
Math100 – Intermediate Algebra (if needed) OR Free elective	3		INFO240 –Stat. Methods in Bus.	3	
CMST 101 – Fund Speech	3		Natural/Physical Science	4	
GNED 199 – Freshman Seminar	1		INFO 290 Tech. in Business	3	
INFO 173 Spreadsheet Model. for Bus.	3		ECON 102 – Applied Micro Economics	3	
ECON 101 Applied Macro Economics	3				
<b>Total:</b>	<b>16</b>		<b>Total:</b>	<b>16</b>	

#### Second Year

Fall Semester	HRS	✓	Spring Semester	HRS	✓
ACCT 204 Fund. of Accounting	3		BSLW 235 Legal, Eth. Global Env.	3	
BUGN 280 Data Analysis, Interpretation & Comm.	3		BUGN 295 Elements of Business	3	
INBS 250 Intro. To International Bus.	3		World Lit/General Humanities	3	
World Language I	3		World Language II	3	
American / European History	3		Philosophy or Religion	3	
<b>Total:</b>	<b>15</b>		<b>Total:</b>	<b>15</b>	

#### Third Year

Fall Semester	HRS	✓	Spring Semester	HRS	✓
FINC300 Int. Core: Finance	3		MKTG341 Consumer Behavior	3	
MGMT300 Int. Core: Management	3		MKTG310 Services Marketing	3	
MKTG300 Int. Core: Marketing	3		Mktg. Concentration elective	3	
INFO300 Int. Core: Operations	3		Business Major Elective	3	
Business Major Elective	3		Non- Western Cultural Pers.	3	
BUGN 310 Campus to Career	0		BUGN 320 Campus to Career	0	
<b>Total:</b>	<b>15</b>		<b>Total:</b>	<b>15</b>	

#### Fourth Year

Fall Semester	HRS	✓	Spring Semester	HRS	✓
MKTG 442 Marketing Research	3		MKTG 446 Marketing Strategy	3	
Mktg. Concentration elective	3		MGMT 439 – Strategic Mgmt.	3	
Fine & Performing Arts	3		Business Major Elective	3	
Mktg. Concentration elective	3		Free elective	3	
World Cultures and/or Free Elective	3		Phys. Ed.	1	
BUGN 330 Campus to Career	0		BUGN 340 Campus to Career	0	
<b>Total:</b>	<b>15</b>		<b>Total:</b>	<b>13</b>	