

# MARKETING: MARKETING COMMUNICATIONS MANAGEMENT, BSBA

## Example Plan of Study

### Finish in Four Plan of Study

The plan below is an example of how students can successfully complete degree requirements in four years. This suggested class schedule plan may be used as a guide and can be adjusted based on individual needs. Students are required to meet with an academic advisor prior to enrollment each semester to plan their class schedule, and students are ultimately responsible for completing all degree requirements.

Course	Title	Hours
<b>Freshman</b>		
<b>Fall</b>		
UNIV 1111	First Year Seminar	1
ENGL 1113 or ENGL 1313	Composition I or Critical Analysis and Writing I	3
HIST 1103 or HIST 1483 or HIST 1493	Survey of American History or American History to 1865 (H) or American History Since 1865 (DH)	3
MSIS 2103	Business Data Science Technologies	3
3 hours of MATH or STAT designated 'Q'		3
'G' designated course		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
EEE 2023	Introduction to Entrepreneurship	3
ENGL 1213 or ENGL 1413	Composition II or Critical Analysis and Writing II	3
POLS 1113	American Government	3
MSIS 2233	Business Analytics Fundamentals (Q)	3
'N' designated course		3
<b>Hours</b>		<b>15</b>
<b>Sophomore</b>		
<b>Fall</b>		
ACCT 2003	Survey of Accounting	3
BADM 2111	Career Planning for Business Success	1
ECON 2003	Microeconomic Principles for Business	3
MGMT 3013	Fundamentals of Management (S)	3
MKTG 3213	Marketing (S)	3
'H' designated course		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MKTG 3323	Consumer and Market Behavior	3
MSIS 3223	Principles of Data Analytics	3
MKTG 3433	Promotional Strategy	3
3 hours of upper division business		3
3 hours of electives		3
<b>Hours</b>		<b>15</b>
<b>Junior</b>		
<b>Fall</b>		
BADM 3111	Professional Development for Business Success	1
FIN 3113	Principles of Finance	3
LSB 3213	Legal and Regulatory Environment of Business	3
MKTG 3653	Marketing Analytics	3
MKTG 4343	Brand Marketing	3

'H' designated course		3
<b>Hours</b>		<b>16</b>
<b>Spring</b>		
MKTG 4333	Marketing Research	3
BADM 3113	Practical Business and Interpersonal Skills	3
'LN' designated course		4
'D' designated course		3
3 hours of electives		3
<b>Hours</b>		<b>16</b>
<b>Senior</b>		
<b>Fall</b>		
MKTG 4683 or MKTG 4693	Managerial Strategies in Marketing or Marketing Strategy and Customer-Employee Interactions	3
MKTG 4993	Digital Marketing	3
3 hours upper division business		3
3 hours of electives		3
2 hours of electives		2
<b>Hours</b>		<b>14</b>
<b>Spring</b>		
MGMT 4513	Strategic Management	3
3 hours of upper division MKTG		3
3 hours upper division business		3
3 hours of electives		3
<b>Hours</b>		<b>12</b>
<b>Total Hours</b>		<b>120</b>