

Rolling Schedule for BBA - Marketing

NOTE- Schedule is subject to change without notice. This is not your degree plan; this is a tool to be used in conjunction with your degree plan and Academic Catalog.

Registration dates: Fall-April 1st, Spring-November 1st, Summer-February 1st. Dates are subject to University schedule. *See Academic Catalog for prerequisites*

Course Offerings Effective 2020-2022

BBA CORE	Pre Req.*	Course Title	FALL 2022	SPRING 2023	SUMMER 2023	FALL 2023	SPRING 2024	SUMMER 2024
MANA 3311		Fundamentals of Management	X	X	X	X	X	X
BLAW 3301		Business Law and Social Responsibility	X	X	X	X	X	X
FINA 3311	X	Principles of Finance	X	X	X	X	X	X
MANA 3300	X	Critical and Analytical Thinking in Business	X	X	X	X	X	X
MANA 3312	X	International Business	X	X	X	X	X	X
MARK 3311		Principles of Marketing	X	X	X	X	X	X
MANA 3370		Business Writing and Oral Presentations	X	X	X	X	X	X
MANA 3305	X	Operations Management	X	X	X	X	X	X
COSC 3333	X	Management Information Systems	X	X	X	X	X	X
MANA 3170	X	Build and Manage a Successful Career	X	X	X	X	X	X

MAJOR	Pre Req.*	Course Title	FALL 2022	SPRING 2023	SUMMER 2023	FALL 2023	SPRING 2024	SUMMER 2024
MARK 3350	X	Consumer Behavior	X	X	X	X	X	X
MARK 4350	X	Personal Selling	X	X		X	X	
MARK 4360	X	International Marketing		X	X		X	X
MARK 4380	X	Marketing Research	X	X		X	X	

Select 6 hours from the following:

MARK 3325	X	Retailing in the 21st Century	X	X	X		X	
MARK 4300	X	Service Marketing					X	
MARK 4305	X	Integrated Marketing Communications	X	X			X	
MARK 4310	X	Sports Marketing		X			X	
MARK 4325	X	Retail Operations				X		
MARK 4340	X	Consumer Insights	X	X				
MARK 4345	X	Social Media Marketing	X			X		
MARK 4355	X	Digital Marketing	X			X		
MARK 4365	X	Sales Management						

CAPSTONE	Pre Req.*	Course Title	FALL 2022	SPRING 2023	SUMMER 2023	FALL 2023	SPRING 2024	SUMMER 2024
MANA 4395	X	Strategic Management	X	X	X	X	X	X

EXPLANATION OF ELECTIVES ON DEGREE PLANS

Upper Division COB Elective: Any 3000 or 4000 level course in the area of ACCT, FINA, BLAW, MANA, MARK, HRD, TECH, COSC (Courses within the Soules College of Business)

Upper Division Elective: Any 3000 or 4000 level course (Not required to be in the Soules College of Business but it can be.)

General Elective: Any course that is 1000, 2000, 3000, or 4000 level. The second number tells you how many hours the class is worth. (Ex: MANA 1300 is a 1000 level, 3 hr. course)

Electives can change by semester. You must check the course catalog and you can NOT search by "Elective" you can only search by the Subject or Field (Accounting, Psychology, etc.)