

4 YEAR FLIGHT PLAN

Degree: Bachelor of Business Administration (BBA)

Major: General Marketing (MKTG)

Optional Concentration: Advertising (ADVR)

Year 1

Term 1 (<input checked="" type="checkbox"/>) Fall (<input type="checkbox"/>) Spring		
Courses and Credit Hours		Milestones
ENC 1101 College Writing I	3	- Confirm or declare Pre-business major by end of semester. - Earn GPA of 2.0 or higher (Minimum 2.5 GPA in Pre-Business Foundation Courses needed to qualify for MKTG major). NOTE: A "C-" is NOT the same as a "C" grade or higher. All "C" grades in the Pre-Business foundation courses will NOT equate to a 2.5 GPA
MAC 1105 College Algebra or Higher: If the student can start with the higher-level MAC 2233, there is no need to take MAC 1105	3	
Humanities	3	
Science	3	
ISM 2000 Information Systems Fundamentals	3	
SLS 1411 First-Year Interest Group	1	
Total	16	

Term 2 (<input type="checkbox"/>) Fall (<input checked="" type="checkbox"/>) Spring		
Courses and Credit Hours		Milestones
ENC 1102 College Writing II	3	- Run your degree audit report to check final grades and to make sure that you are not repeating passed courses - Take the civic literacy exam - Maintain GPA of 2.0 or higher (Minimum 2.5 GPA in Pre-Business Foundation Courses needed to qualify for MKTG major)
Science and lab	3	
MAC 2233 Methods of Calculus -or- if already completed then take STA 2023 Introductory Statistics	3	
Global Citizenship	3	
AMH 2020 or POS 2041: Civic Literacy Requirement	3	
Total	15	

(Optional) Term 3 (<input checked="" type="checkbox"/>) Summer		
Courses & Credit Hours		Milestones
ECO 2013 Macroeconomics	3	- Maintain GPA of 2.0 or higher
Total	3	

Year 2

Term 4 (<input checked="" type="checkbox"/>) Fall (<input type="checkbox"/>) Spring		
Courses and Credit Hours		Milestones
ACG 2021 Financial Accounting	3	- Attend DECA and/or Marketing Student Association meetings - Maintain GPA of 2.0 or higher (Minimum 2.5 GPA in Pre-Business Foundation Courses needed to qualify for MKTG major)
ECO 2023 Microeconomics	3	
STA 2023 Introductory Statistics -or- if already completed then take a Free Elective	3	
Humanities (WAC)	3	
ISM 3011 Management Information Systems	3	
Total	15	

Term 5 () Fall (X) Spring		
Courses and Credit Hours		Milestones
ACG 2071 Managerial Accounting	3	- Attend DECA and/or Marketing Student Association meetings - Declare major in MKTG with academic advisor any time after drop/ add week
MAR 3023 Marketing Management (see advisor)	3	
MAN 3025 Intro. Mgmt. & Org. Behavior (see advisor)	3	
Global Citizenship	3	
ECO 4223 Money & Banking -or- ECO 3101 Intermediate Microeconomics -or- ECO 3203 Intermediate Macroeconomics	3	
Total	15	

(Optional) Term 6 (X) Summer		
Courses & Credit Hours		Milestones
FIN 3403 Financial Management	3	- Maintain GPA of 2.0 or higher
Total	3	

Year 3 Term 7 (X) Fall () Spring		
Courses and Credit Hours		Milestones
BUL 4421 Business Law I	3	- Maintain good academic standing - Attend AMA and Marketing Student Association meetings - Visit with College of Business career advisor for job search or graduate school planning
GEB 3213 Communicating Bus. Info.	3	
QMB 3600 Quant. Methods in Admin.	3	
MKTG Elective #1 (see advisor if interested in advertising)	3	
MKTG Elective #2 (see advisor if interested in advertising)	3	
Total	15	

Term 8 () Fall (X) Spring		
Courses and Credit Hours		Milestones
MAN 3506 Operations Management	3	- Request Graduation Audit from your college advisor after all grades are posted to prepare for graduation - Seek summer leadership opportunities with advertising or marketing firms or internships in Retailing or Sales
MKTG Elective #3 (see advisor if interested in advertising)	3	
MKTG Elective #4 (see advisor if interested in advertising)	3	
Free Elective (speak to cob advisor for options)	3	
Total	12	

(Optional) Term 9 (X) Summer		
Courses & Credit Hours		Milestones
Free Elective (speak to cob advisor for options)	2	- Maintain GPA of 2.0 or higher
Total	2	

Year 4

Term 10 (X) Fall () Spring		
Courses and Credit Hours		Milestones
MAR 4803 Marketing Strat. (Capstone)	3	- Attend Career Day and Technical Fair - Attend AMA and Marketing Student Association meetings - Run your degree audit report (DAR) and meet with a COB advisor to confirm graduation requirements
MAN 4720 Global Strategy and Policy	3	
Upper Division Business Elective (3/4000)	3	
International Perspective: Choose ONE from ECO3703, ECS3013, ECO4704, ECO4713, FIN4604, MAN3600 or RMI4423 (pre-req's vary)	3	
Total	12	

Term 11 () Fall (X) Spring		
Courses and Credit Hours		Milestones
Free Elective (speak to cob advisor for options)	3	- Attend Career Day and Technical Fair - Attend AMA and Marketing Student Association meetings - Apply for graduation with academic advisor by the second Friday of the semester
Free Elective (speak to cob advisor for options)	3	
Free Elective (speak to cob advisor for options)	3	
Free Elective (speak to cob advisor for options)	3	
Total	12	

(Optional) Term 12 (X) Summer		
Courses and Credit Hours		Milestones
Total		