BADM – Marketing

4-Year Program of Study

2009-2011 Catalog



**Freshman Year**

*Fall Semester* *Spring Semester*

Courses Hours Courses Hours

ENGL 1010 3 ENGL 1020 3

Humanities\* 3 COMM 2200 3

MGMT 1000 1 MATH 1830 3

MATH 1110/Non-Business Elective\*\* 3 Natural Science w/Lab\* 4

Natural Science w/Lab\* 4 BISI 2150/Non-Business Elective\*\* 3

**Total 14 Total 16**

**Sophomore Year**

*Fall Semester* *Spring Semester*

Courses Hours Courses Hours

ACCT 2010 3 ACCT 2020 3

ECON 2010 3 ECON 2020 3

ECON 2040 3 ECON 2050 3

English Literature\* 3 English Literature or Humanities\* 3

HIST 2010 3 HIST 2020 3

**Total 15 Total 15**

**Junior Year**

*Fall Semester* *Spring Semester*

Courses Hours Courses Hours

BISE 3150 3 BLAW 3000 3

BISI 3230 3 MGMT 3020 3

FINA 3300 3 MKTG 3300 3

MGMT 3010 3 MKTG 4250 3

MKTG 3010 3 MKTG Elective 3

**Total 15 Total 15**

**Senior Year**

*Fall Semester* *Spring Semester*

Courses Hours Courses Hours

MKTG 4050 3 MGMT 4500 3

MKTG Elective 3 MKTG 4350 3

MKTG Elective 3 MKTG 4550 3

MKTG Elective 3 Business Elective 3

Non-Business Elective 3 Non-Business Elective 3

**Total 15 Total 15**

\* These courses must be chosen from the University’s approved list of general education courses.

\*\* Students that do not have an equivalent course must take the listed course as a non-business elective.