**BBA: Marketing Track**

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| **Course Code** | **Course Title** |
| UNI 101 | University Experience |
| CSC 101 | Introduction to Computer Science |
| ENL 101 | Expository Writing |
| PSY 101 | Introduction to Psychology |
| CLA |  |
| ENL 201 | Academic Writing |
| MAT 101 | College Algebra |
| SOC 101  or  HUM 210 | Introduction to Sociology  or  Introduction to Human Geography |
| MIS 101 | Introduction to Management Information Systems |
| BUS 112 | Introduction to Business |
| ENL 210 | Introduction to Public Speaking |
| CLA |  |
| ACC 201 | Introduction to Financial Accounting |
| ECO 221 | Introduction to Macroeconomics |
| MKT 201 | Principles of Marketing |
| ECO 222 | Introduction to Microeconomics |
| BUS 212 | Professional Development and Career Planning |
| MGT 201 | Principles of Management |
| CLA |  |
| BUS 250 | Business Statistics |
| MKT 334 | Advertising and Promotional Strategy |
| MKT 340 | Social Media Marketing |
| MGT 301 | Business Ethics |
| FIN 301 | Principles of Financial Management l |
| MGT 342 | Human Resource Management |
| BUS 305 | Effective Communication in Business |
| MGT 329 | Organizational Behavior |
| MGT 360 | Organizations |
| MGT 315 | Operations Management |
| CLA |  |
| BUS 375 | Internship |
| MKT 426 | Marketing Research |
| MKT 428 | Consumer Behavior |
| MGT 420 | Decision making |
| MGT 410 | Strategic Management |
| CLA |  |
| CLA |  |
| MKT 430 | Marketing Management and Strategy |
| MKT 429 | Services Marketing |
| MKT 480 | Brand Management |