**Bachelor of Business Administration: Marketing Track**

**Degree Plan**

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| **Year** | **Course Code** | **Course Title** | **Credits** |
| 1 | UNI 101 | University Experience | 3 |
| 1 | CSC 101 | Introduction to Computer Science | 3 |
| 1 | ENL 101 | Expository Writing | 3 |
| 1 | PSY 101 | Introduction to Psychology | 3 |
| 1 | CLA |  | 3 |
| 1 | ENL 201 | Academic Writing | 3 |
| 1 | MAT 101 | College Algebra | 3 |
| 1 | SOC 101  or  HUM 210 | Introduction to Sociology  or  Introduction to Human Geography | 3 |
| 1 | MIS 101 | Introduction to Management Information Systems | 3 |
| 1 | BUS 112 | Introduction to Business | 3 |
| 2 | ENL 210 | Introduction to Public Speaking | 3 |
| 2 | CLA |  | 3 |
| 2 | ACC 201 | Introduction to Financial Accounting | 3 |
| 2 | ECO 221 | Introduction to Macroeconomics | 3 |
| 2 | MKT 201 | Principles of Marketing | 3 |
| 2 | ECO 222 | Introduction to Microeconomics | 3 |
| 2 | BUS 212 | Professional Development and Career Planning | 3 |
| 2 | MGT 201 | Principles of Management | 3 |
| 2 | CLA |  | 3 |
| 2 | BUS 250 | Business Statistics | 3 |
| 3 | MKT 334 | Advertising and Promotional Strategy | 3 |
| 3 | MKT 340 | Social Media Marketing | 3 |
| 3 | MGT 301 | Business Ethics | 3 |
| 3 | FIN 301 | Principles of Financial Management l | 3 |
| 3 | MGT 342 | Human Resource Management | 3 |
| 3 | BUS 305 | Effective Communication in Business | 3 |
| 3 | MGT 329 | Organizational Behavior | 3 |
| 3 | MGT 360 | Organizations | 3 |
| 3 | MGT 315 | Operations Management | 3 |
| 3 | MKT 328 | Consumer Behavior | 3 |
| 3 | BUS 375 | Internship | 3 |
| 4 | MKT 426 | Marketing Research | 3 |
| 4 | CLA |  | 3 |
| 4 | MGT 420 | Decision making | 3 |
| 4 | MGT 410 | Strategic Management | 3 |
| 4 | CLA |  | 3 |
| 4 | CLA |  | 3 |
| 4 | MKT 430 | Marketing Management and Strategy | 3 |
| 4 | MKT 429 | Services Marketing | 3 |
| 4 | MKT 480 | Brand Management | 3 |