**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 |