

BBA Degree – Program Year Catalog: 2020

Degree: **BBA** Major: **Bus. Mgt.** Concentration: **Marketing**

| | |
|----------------------|--|
| Student Name: | |
| UDC N#: | |
| Program Start Date: | |
| Expected Grad. Date: | |

STUDENT COURSE GUIDE

DEPARTMENT OF MANAGEMENT

HANY MAKHLOUF ACADEMIC CENTER FOR STUDENT SUPPORT

M
g
t
-
M
a
r
k
e
t
i
n
g

| Semester 1 | | | | | | Semester 5 | | | | | |
|--------------------------------------|-------------------------------------|---------|---------|------|-------|------------|--------------------------------|---------|------------|------|-------|
| Course # | Course | Type | Credits | Term | Grade | Course # | Course | Type | Credits | Term | Grade |
| IGED-110 | Foundations of Writing I | Gen Ed | 3 | | | IGED-280* | Discovery Civics | Gen Ed | 3 | | |
| MATH-105 | Intermediate Algebra (IGED-120) | Gen Ed | 3 | | | BGMT-304 | Intro. to Management | Core | 3 | | |
| IGED-130 | Foundations of Oral Comm. | Gen Ed | 3 | | | MKTG-304 | Intro. to Marketing | Core | 3 | | |
| MGIS-120 | Comp. Apps / Disc. Tech. (IGED-250) | Gen Ed | 3 | | | FINA-314 | Intro. to Finance | Core | 3 | | |
| | A General University Elective | | 3 | | | MGIS-302 | Management Info. Systems | Core | 3 | | |
| | | | | | | | | | | | |
| Semester 2 | | | | | | Semester 6 | | | | | |
| Course # | Course | Type | Credits | Term | Grade | Course # | Course | Type | Credits | Term | Grade |
| IGED-111 | Foundations of Writing II | Gen Ed | 3 | | | BGMT-310 | Intro. to Intern. Business | Core | 3 | | |
| MATH-116 | Finite Math (IGED-220) | Gen Ed | 3 | | | BGMT-312 | Intro. to Digital Analytics | Core | 3 | | |
| BGMT-208 | Business Communications | Prereq. | 3 | | | BGMT-409 | Org. Theory and Behavior | Major | 3 | | |
| ECON-201 | Principles of Macroeconomics | Prereq. | 3 | | | MKTG-305 | Consumer Behavior | Cncntr. | 3 | | |
| PSYC-201 | Introduction to Psychology | Major | 3 | | | MKTG-306 | Promotion Management | Cncntr. | 3 | | |
| | | | | | | | | | | | |
| Semester 3 | | | | | | Semester 7 | | | | | |
| Course # | Course | Type | Credits | Term | Grade | Course # | Course | Type | Credits | Term | Grade |
| IGED-140* | Foundation Ethics | Gen Ed | 3 | | | IGED-391 | Front. Expl. Inquiry Capst. I | Gen Ed | 1.5 | | |
| IGED-210 | Discovery Writing | Gen Ed | 3 | | | BGMT-411 | Leadership | Core | 3 | | |
| ACCT-201 | Financial Accounting | Prereq. | 3 | | | BGMT-306 | Human Resources Mgt. | Major | 3 | | |
| BLAW-214 | Legal Environment of Business | Prereq. | 3 | | | MKTG-308 | International Marketing | Cncntr. | 3 | | |
| FIN-220 | Business Statistics | Prereq. | 3 | | | MKTG-404 | Marketing Research | Cncntr. | 3 | | |
| ECON-202 | Principles of Microeconomics | Prereq. | 3 | | | | | | | | |
| Semester 4 | | | | | | Semester 8 | | | | | |
| Course # | Course | Type | Credits | Term | Grade | Course # | Course | Type | Credits | Term | Grade |
| IGED-260* | Discovery Science & Lab | Gen Ed | 4 | | | IGED-392 | Front. Expl. Inquiry Capst. II | Gen Ed | 1.5 | | |
| IGED-270* | Discovery Diversity | Gen Ed | 3 | | | BGMT-419 | Business Policy & Strategy | Core | 3 | | |
| ACCT-202 | Managerial Accounting | Prereq. | 3 | | | BGMT-414 | Prod. & Operations Mgt. | Core | 3 | | |
| BGMT-311 | Spreadsheet Analytics | Core | 3 | | | MKTG-405 | Marketing Strategy | Cncntr. | 3 | | |
| MKTG-312 | Social Media Marketing | Cncntr. | 3 | | | | Marketing or Mgt. Elective | Cncntr. | 3 | | |
| | | | | | | | | | | | |
| Total Suggested Credit Hours: | | | | | | | | | 121 | | |
| Total Actual Credit Hours: | | | | | | | | | | | |

* IGED -140, -260, -270, and -280 are not required when transferred from any Community College with the AS or AA degree.