

Bachelor of Business Administration

Marketing Degree Plan

Year 1			
Fall	Credits	Spring	Credits
»ENG 104	4	USP CC	3
*USP SS	3 or 4	MA 123/MA 162/ECO 201	3
MA 109/MA 123/MA 113 +193	3 or 5	USP NS	3
USP NS	3	**B&E ORAL COM REQ.	3
UK 101	1	USP HU	3
	<u>14-17</u>	START: MOS Exams	<u>15</u>
YEAR 2			
Fall	Credits	Spring	Credits
ECO 201/ECO 202 (USP SS)	3	ECO 202/MKT 300	3
ACC 201	3	ACC 202	3
USP HU	3	STA 291/ELECTIVE	3
MA 162/STA 291	3	ENG 203 (Completes GWR)	3
+USP ELECTIVE	3	+USP ELECTIVE	3
COMPLETE: MOS Exams	<u>15</u>	Apply for Upper-Division	<u>15</u>
Year 3			
Fall	Credits	Spring	Credits
MKT 300/MGT 301	3	MGT 340	3
MGT 301/MKT 3--	3	MKT 310	3
ECO 391	3	MKT 3--/DIS 300	3
FIN 300	3	ELECTIVE	3
ELECTIVE	3	ELECTIVE and or B&E 300 (1cr.)	4-1
	<u>15</u>		<u>16-13</u>
Year 4			
Fall	Credits	Spring	Credits
MKT 3-- OR 4--	3	MKT 450	3
MKT 340	3	MKT 3-- OR 4--	3
DIS 300/ ELECTIVE	3	ELECTIVE	3
ELECTIVE	3	ELECTIVE	3
ELECTIVE	3	ELECTIVE	3
	<u>15</u>		<u>15</u>

TOTAL CREDITS: 120

»Incoming students do not have to enroll in ENG 104 if they have any of the following: 1) An ACT English score of 32 or higher; an SAT Verbal score of 700 or higher; 3) or a score of 4 or 5 on the English Language AP exam. ENG 104 should be taken the 1st year.

*USP SS must be SOC 101 (3), ANT 101(3) or PSY 100 (4).

** B&E Oral Communication Requirement must be B&E 240, COM 181, COM 252, COM 281, COM 287 or TA 225

Electives may be required to reach the required minimum of 120 hours. Consider pursuing a 2nd major or minor. 10/12/09