

# BA Management- Marketing

## Sample 4-Year Course Sequence

Students should consult with their advisor to determine their plan of study.  
 Students must take 128 credit hours to graduate with an average of 16 credit hours per semester.



Semester	Course Type	# Credit Hours
<b>First Year</b>		
<b>Fall</b>		
	ACCT 2010 Financial Accounting	3
	GCP & PHIL 2110 Intro to Ethics	6
	Freshman Seminar	3
	General Elective or Minor	2
	WSBT 2000 Career Exploration	1
	<b>Total:</b>	<b>15</b>
<b>Spring</b>		
	MNGT 2100 Management Theory and Practice	3
	STAT 1100 Descriptive Statistics	3
	GCP	9
	<b>Total:</b>	<b>15</b>
<b>Second Year</b>		
<b>Fall</b>		
	MNGT 3400 Human Resource Management	3
	ECON 2000 Survey of Economics	3
	GCP	3
	General Elective or Minor	5
	WSBT 2300 Personal Branding	1
	<b>Total:</b>	<b>15</b>
<b>Spring</b>		
	MNGT 3280 Introduction to Business Law	3
	CSIS 1500 Introduction to Business Technologies	3
	GCP	6
	General Elective or Minor	3
	<b>Total:</b>	<b>15</b>
<b>Third Year</b>		
<b>Fall</b>		
	MNGT 3500 Marketing	3
	BUSN 3710 Entrepreneurial Financial Management	3
	General Elective or Minor	9
	WSBT 2700 Career Management Strategies	1
	<b>Total:</b>	<b>15</b>
<b>Spring - Study Abroad</b>		
	MNGT 4330 International Marketing	3
	GCP	3
	General Elective or Minor	5
	<b>Total:</b>	<b>11</b>
<b>Summer- Internship</b>		
	Internship for Credit	3
	<b>Total:</b>	<b>3</b>
<b>Fourth Year</b>		
<b>Fall</b>		
	MNGT 3510 Advertising	3
	MNGT 4570 Marketing Research	3
	Keystone Course	3
	General Elective or Minor	6
	<b>Total:</b>	<b>15</b>
<b>Spring</b>		
	MNGT 4920 Marketing Strategies	3
	MNGT 3450 Organizational Behavior	3
	General Elective or Minor	9
	<b>Total:</b>	<b>15</b>
	<b>MNGT Required Courses + WSBT Courses</b>	<b>45</b>
	<b>Freshman Seminar &amp; Keystone</b>	<b>6</b>
	<b>GCP</b>	<b>27</b>
	<b>General Elective or Minor (hours qualify for a double major)</b>	<b>39</b>
	<b>Internship for Credit</b>	<b>3</b>
	<b>Total:</b>	<b>120</b>