

Student ID:	Catalog: 2020-2021 Academic Catalog			
Student Name:	Degree Program: Business Administration - Marketing, B.A.		Earned Credit(s):	Academically Cleared?
Adviser Name:	Minimum Credits Required	120	0	N

[General Education Core: 53 Credits Required](#)

Course Category	Course Name	Credit(s):	Earned Credit(s):	Term Taken	Grade	Notes
Health & Wellness		3				
Physical Education		1				
Freshman Seminar - Fall		1				
Freshman Seminar - Spring		1				
Intro to College Composition		3				
College Rhetoric and Composition		3				
Public Speaking		3				
Literature Core		3				
College Algebra		3				
SCIENCE I – Science Core (Biology)		4				
SCIENCE II – Science Core		4				
Intro to Computers		3				
HUMANITIES		3				
HISTORY		3				
GOVERNMENT		3				
LANGUAGE I – Language Core		3				
LANGUAGE II – Language Core		3				
FINE ARTS – Fine Arts Core		3				
BEHAVIORAL SCIENCE						Counted with Microeconomics

Diversity Requirement: 6 Credits Required

Course Category	Course Name	Credit(s):	Earned Credit(s):	Term Taken	Grade	Notes
African American Diversity		3				
General Diversity – (International Marketing)						

Business Administration Core: 44

Course Name	Course Name	Credit(s):	Earned Credit(s):	Term Taken	Grade	Notes
Intro to Business		3				
Business Statistics		3				
Principles of Financial Accounting		3				
Principles of Managerial Accounting		3				
Principles of Microeconomics (Gen. Core) 3 Credit		3				
Principles of Macroeconomics		3				
Business Communication		3				
Introduction to Corporate Finance		3				
Quantitative Business Analysis		4				
Principles of Management		3				
Legal, Social Ethical Aspects of Business		3				
Principles of Marketing		3				
Professional Development		1				
Business Internship		3				
Strategic Management		3				

Marketing Concentration: 18 Credits Required

Course Category	Course Name	Credit(s):	Earned Credit(s):	Term Taken	Grade	Notes
Consumer Behavior		3				
Marketing Research		3				
International Marketing		3				
Marketing Management		3				
Marketing Elective 3000/4000 Level Course		3				
Marketing Elective 3000/4000 Level Course		3				

General Electives: 5 Credits Required

Course Category	Course Name	Credit(s):	Earned Credit(s):	Term Taken	Grade	Notes
GENERAL ELECTIVE		3				
GENERAL ELECTIVE		2				
GENERAL ELECTIVE (If Necessary)		0				