

C. T. BAUER COLLEGE OF BUSINESS

Bachelor of Business Administration, Marketing

Four-Year Academic Map 2017-2018

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total	
	ENGL 1303	First Year Writing I*	3	ENGL 1304	First Year Writing II*	3		
	PSYC 1300 or SOC 1300	Introduction to Psychology or Introduction to Sociology*	3	GENB 3302	Connecting Bauer to Business	3		
	MATH 1314	Calc. for Business & Life Sciences	3	ACCT 2331	Accounting Principles 1 - Financial	3		
	HIST 1377	The United States to 1877*	3	MATH 1313	Finite Math with Applications	3		
	MIS 3300	Intro to Computers and MIS	3	ECON 2305	Macroeconomic Principles	3		
	Semester Hours			15	Semester Hours			15

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total	
	ECON 2304	Microeconomic Principles*	3	CORE	Life & Physical Science*	3		
	ACCT 2332	Accounting Principles 2 -Managerial	3	POLS 1336	US & TX Constitutions & Pols*	3		
	STAT 3331	Statistical Analysis for Bus Apps I	3	FINA 3332	Principles of Fin. Management	3		
	HIST 1378	The United States Since 1877*	3	MARK 3336	Elements of Marketing Admin	3		
	CORE	Life &Physical Science*	3	MARK 3337	Professional Selling	3		
	Semester Hours			15	Semester Hours			15

YEAR 3	Semester 1 Fall			Semester 2 Spring			Total	
	POLS 1337	U.S. Government*	3	CORE	Language, Philosophy & Culture*	3		
	INTB 3354	Introduction to Global Business	3	INTB 3355	Global Environment of Business	3		
	SCM 3301	Service & Manufacturing Ops	3	MARK Elec or COMM 3356	3000-4000 level marketing course or Business/Professional Speech	3		
	MARK 3339	Marketing Strategy & Planning	3	MARK Elec	3000-4000 level marketing course	3		
	MANA 3335	Intro to Org Behavior & Mgmt	3	Adv Bus Elec	3000-4000 level business course	3		
	Semester Hours			15	Semester Hours			15

YEAR 4	Semester 1 Fall			Semester 2 Spring			Total	
	CORE	Creative Arts*	3	GENB 4350	Business Law and Ethics*	3		
	MARK Elec	3000-4000 level marketing course	3	MARK Elec	3000-4000 level marketing course	3		
	MARK Elec	3000-4000 level marketing course	3	Adv Elec	3000-4000 level course	3		
	Adv Bus Elec	3000-4000 level business course	3	Adv Elec	3000-4000 level course	3		
	Gen Elec	1000-4000 level course	3	Gen Elec	1000-4000 level course	3		
	Semester Hours			15	Semester Hours			15
							120	

*State of Texas Core Curriculum

Students should meet with their academic advisor to formulate their own plan.