

C. T. BAUER COLLEGE OF BUSINESS

Bachelor of Business Administration, Marketing

Four-Year Academic Map 2019-2020

YEAR 1	Semester 1 Fall			Semester 2 Spring			Total	
	ENGL 1303	First Year Writing I*	3	ENGL 1304	First Year Writing II*	3		
	MATH 1314#	Calculus for Business & LifeSci*	3	MATH 1313	Finite Math with Application*/**	3		
	HIST 1377	The United States to 1877*	3	ECON 2305	Macroeconomic Principles**	3		
	ACCT 2331	Accounting Prin 1 – Financial**	3	ACCT 2332	Accounting Prin 2 – Managerial**	3		
	INTB 3354	Bus Prin in a Global Economy**	3	MIS 3300	Intro to Computers and MIS**	3		
	Semester Hours			15	Semester Hours			15

YEAR 2	Semester 1 Fall			Semester 2 Spring			Total	
	ECON 2304	Microeconomics**	3	FINA 3332	Principles of Financial Mgt	3		
	HIST 1378	The United States Since 1877*	3	MANA 3335	Intro to Org Behavior & Mgt	3		
	GENB 3302	Connecting Bauer to Business	3	MARK 3336	Elements of Marketing Admin	3		
	MARK3337	Professional Selling	3	SCM 3301	SCM Fundamentals	3		
	STAT 3331	Statistical Analysis for Bus Ap**	3	CORE	Language, Phil, and Culture*	3		
	Semester Hours			15	Semester Hours			15

YEAR 3	Semester 1 Fall			Semester 2 Spring			Total	
	POLS 1336	U.S. & Tx Constitutions & Politics*	3	POLS 1337	U.S. Government*	3		
	CORE	Life & Physical Science*	3	CORE	Life & Physical Science*	3		
	MARK 3339	Marketing Strategy & Planning	3	MARK Elec	4000-level marketing elective	3		
	MARK Elec	4000-level marketing elective	3	MARK Elec	4000-level marketing elective	3		
	MARK Elec	4000-level marketing elective	3	MARK Elec	4000-level marketing elective	3		
	Semester Hours			15	Semester Hours			15

YEAR 4	Semester 1 Fall			Semester 2 Spring			Total	
	INTB 3355	Global Environment of Business	3	GENB 4350	Business Law and Ethics*	3		
	Adv Bus Elec	3000-4000 level business course	3	Adv Bus Elec	3000-4000 level business course	3		
	Adv Elec	3000-4000 level course	3	Adv Elec	3000-4000 level course	3		
	CORE	Creative Arts*	3	Gen Elec	1000-4000 level course	3		
	Gen Elec	1000-4000 level course	3	Gen Elec	1000-4000 level course	3		
	Semester Hours			15	Semester Hours			15
							120	

*Core Curriculum

**Business Administration and Management Field of Study

#Students not placed into MATH 1314 start with MATH 1313 as a prerequisite; otherwise, start with MATH 1314 since MATH 1313 is best taken immediately prior to STAT 3331.

>3000-4000 level business courses, except for MIS 3300, MARK 3337, ENTR 3310 and ENTR 3312, are not open to non-business majors unless required for their major, a business minor or special program; these students should take core courses instead. Students are not eligible to change their major to business if they do not meet the requirements by 45 credit hours.

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