

**MAJOR/ASSOCIATED COURSES FOR THE  
BACHELOR OF BUSINESS ADMINISTRATION DEGREE IN MARKETING  
BY LEVEL AND SEQUENCE**

<b>Freshman</b>	<b>First Semester</b> BADM 101 (Introduction to Business and Entrepreneurship), 3 cr
	<b>Second Semester</b> None
<b>Sophomore</b>	<b>First Semester</b> ACCT 231 (Principles of Accounting I), 3 cr ECON 231 (Principles of Economics I), 3 cr BADM 230 (Advanced Communication Skills), 3 cr BADM 234 (Legal and Regulatory Environment of Business), 3 cr
	<b>Second Semester</b> ACCT 232 (Principles of Accounting II), 3 cr ECON 232 (Principles of Economics II), 3 cr MGSC 239 (Business Statistics I), 3 cr
<b>Junior</b>	<b>First Semester</b> FIN 301 (Basic Financial Management), 3 cr MGMT 300 (Principles of Management), 3 cr MKTG 306 (Principles of Marketing), 3 cr MGSC 304 (Information Technology), 3 cr MGSC 331 (Business Statistics II), 3 cr
	<b>Second Semester</b> MKTG 307 (Marketing Channels and Institutions), 3 cr MKTG 336 (Marketing Communications), 3 cr MGSC 302 (Operations Management I), 3 cr
<b>Senior</b>	<b>First Semester</b> MKTG 430 (Marketing Decision Making: Theory and Practice), 3 cr Elective (Approved Business Course), 3 cr BADM 466, 3 cr Elective (Approved Business Elective), 3 cr
	<b>Second Semester</b> MKTG 431 (Entrepreneurial Marketing), 3 cr MKTG 432 (International Marketing), 3 cr MKTG 435 (Strategic Marketing Management), 3 cr MGMT 450 (Organizational Policy and Strategy), 3 cr