



PLAN OF STUDY
Business Administration-Marketing
 EFFECTIVE CATALOG YEAR 2018 - 2019



Sample Schedule (subject to course rotations)

First Semester (Fall)	CR	Second Semester (Spring)	CR
CSC 105 Intro to Computers	3	SGE Natural Science	3
SGE Natural Science	3	SGE Arts & Humanities	3
SGE Written Communications (ENGL 101)	3	CIS 123/CIS 130/CSC 150	3
SGE Mathematics (MATH 102 or higher)	3	SGE Oral Communications	3
BADM 101 Survey of Business	<u>3</u>	SGE Social Science	<u>3</u>
	15		15

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Third Semester	CR	Fourth Semester	CR
SGE Social Science	3	ECON 202 Principles of Macroeconomics	3
SGE Written Communication (ENGL 201)	3	ACCT 211 Principles of Accounting II	3
ACCT 210 Principles of Accounting I	3	BADM 220 Business Statistics I	3
SGE Arts and Humanities	3	CIS 206, 207, 208, 209, or 210	3
ECON 201 Principles of Microeconomics	3	BADM 370 Marketing	3
	15		15

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Fifth Semester	CR	Sixth Semester	CR
CIS 325 Management Information Systems	3	BADM 475 Consumer Behavior (odd)	3
BADM 321 Business Statistics II	3	OR	
BADM 310 Business Finance	3	BADM 474 Personal Selling (even)	
Open elective (odd)	3	BADM 350 Legal Environment of Business	3
OR		ACCT/BADM/CIS/CSC/OED elective	3
BADM 476 Marketing Research (even)		Open elective	<u>6</u>
BADM 360 Organization & Management	<u>3</u>		15
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Seventh Semester	CR	Eighth Semester	CR
BADM 344 Managerial Communications	3	BADM 475 Consumer Behavior (odd)	3
BADM 425 Production and Operations Management	3	OR	
BADM 481 Promotional Strategy	3	BADM 474 Personal Selling (even)	
ACCT/BADM/CIS/CSC/OED elective	3	ACCT/BADM/CIS/CSC/OED elective	3
Open elective (odd)	<u>3</u>	BADM 405 International Trade & Finance	3
OR	15	BADM 482 Business Policies & Strategy	3
BADM 476 Marketing Research (even)		Open elective	<u>3</u>
		Take final Exit Exam	15

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