



Bachelor of Arts in Business Administration Marketing

Name: _____ Date: _____

GEP Requirements: 55-60 hours

Major Requirements: 49 hours

Minor/Elective Credits 15-18 credit hours

Total: 120 credit hour minimum

Course #	Course Title	Credits	Prerequisites/Notes	Semester	Grade
ECN 201	Microeconomic Principles	3	not first year friendly		
ECN 202	Macroeconomic Principles	3	not first year friendly		
ACC 211	Accounting Principles I	3	not first year friendly		
ACC 212	Accounting Principles II	3	not first year friendly		
BAD 330	Management	3			
BAD 340	Marketing Principles	3			
BAD 300	Descriptive & Inferential Statistics	4			
ECN 304	Decision Tools for Business	3	ECN 201,202&300		
ECN 400	Senior Seminar	3	Senior status or chair permission		
	Choose One				
ACC375	Financial Statement Analysis	4	ACC 211&212		
FIN370	Business Finance	4	ACC 211&212		
	Choose One				
BAD 351	American Legal System & Contracts	3			
BAD 352	Business Organizations, Property & Commercial Law	3			
BAD 353	Labor & Human Relations Law	3			
	Marketing				
BAD 344	Consumer Behavior	3			
BAD 345	Integrated Marketing Communications	3			
BAD 442	Marketing Research	4	BAD 340		
	Choose One				
_____	ENG 291, ART 124, BAD 348, BAD 443, BAD 347, BAD 291/BAD401	3			

Advisor

Date

Student

Date