

PATHWAY TO GRADUATION: 4-YEAR COURSE MAP

BACHELOR OF BUSINESS ADMINISTRATION | MARKETING MAJOR

This is the four year course plan for students pursuing the BBA degree in Marketing. Students are required to complete at least 124 credit hours to graduate. Please reference the Advising Worksheet (see reverse side of this page) for the full list of BSB required electives and the University Bulletin for information on prerequisite courses. Electives may be offered on a rotating schedule. Students are encouraged to meet regularly with a faculty advisor and attend group advising sessions through BSB each semester.

YEAR ONE

| FALL SEMESTER | | | | | SPRING SEMESTER | | | | |
|--|----|---|---|------|------------------------|----|---|---|------|
| COURSE | UC | M | E | DONE | COURSE | UC | M | E | DONE |
| The Examined Life First-Year Seminar | • | | | | MGMT 197 | | • | | |
| ECON 101 or ECON 102 or Area Studies 1 | • | • | | | ECON 101 or ECON 102 | | • | | |
| CRWS 101 | | • | | | CRWS 102 | | • | | |
| MATH/CIS 120 | | • | | | MATH/CIS 120 | | • | | |
| Language | | • | | | Language | | • | | |
| TOTAL HOURS: 16 | | | | | TOTAL HOURS: 17 | | | | |

YEAR TWO

| FALL SEMESTER | | | | | SPRING SEMESTER | | | | |
|------------------------------|----|---|---|------|------------------------------|----|---|---|------|
| COURSE | UC | M | E | DONE | COURSE | UC | M | E | DONE |
| BLAW 201 or ENTR 297 | | • | | | BLAW 201 or ENTR 297 | | • | | |
| ACCT 101 | | • | | | ACCT 102 | | • | | |
| MKTG 301 or QUAN 201 | | • | | | MKTG 301 or QUAN 201 | | • | | |
| Elective | | | • | | Life in the Natural World | | • | | |
| Area Studies 2 | • | | | | Area Studies 3 | | • | | |
| BCDP 200 (Fall or Spring) | | • | | | BCDP 200 (Fall or Spring) | | • | | |
| TOTAL HOURS: 15 or 16 | | | | | TOTAL HOURS: 15 or 16 | | | | |

REQUIRED INTERNSHIP

All students in this program are required to complete an internship and at least two credit hours of BCDP 397. Students are supported in their internship search and the application process through Brennan's Career Development Program (BCDP) classes, with additional mentoring and guidance by the Executives in Residence. Students begin the internship search process during their first year and are well-equipped with the tools necessary to pursue their chosen career path. Students may register for BCDP 397 during any summer, fall, or spring semester, although most will complete the internship after sophomore year. Approval from Brennan's Career Development Director is required prior to registration.

| COURSE | UC | M | E | DONE |
|---|----|---|---|------|
| BCDP 397 (Summer, Fall, or Spring Semester) | | • | | |
| TOTAL HOURS: 2+ (2 REQUIRED) | | | | |

YEAR THREE

| FALL SEMESTER | | | | | SPRING SEMESTER | | | | |
|------------------------------|----|---|---|------|------------------------------|----|---|---|------|
| COURSE | UC | M | E | DONE | COURSE | UC | M | E | DONE |
| Elective or Multicultural | • | | • | | Elective or Multicultural | • | | • | |
| BETH 301 or MGMT 301 | | • | | | BETH 301 or MGMT 301 | | • | | |
| MKTG Elective 4 | | • | | | MKTG 371 | | • | | |
| MKTG 370 or MKTG Elective 5 | | • | | | MKTG 370 or MKTG Elective 5 | | • | | |
| Area Studies 4 | • | | | | FIN 301 | | • | | |
| BCDP 300 (Fall or Spring) | | • | | | BCDP 300 (Fall or Spring) | | • | | |
| TOTAL HOURS: 15 or 16 | | | | | TOTAL HOURS: 15 or 16 | | | | |

YEAR FOUR

| FALL SEMESTER | | | | | SPRING SEMESTER | | | | |
|--|----|---|---|------|--|----|---|---|------|
| COURSE | UC | M | E | DONE | COURSE | UC | M | E | DONE |
| The Good Life Senior Integrative Seminar or Elective | • | | • | | The Good Life Senior Integrative Seminar or Elective | • | | • | |
| MGMT 401 or MKTG Elective 6 | | • | | | MGMT 401 or MKTG Elective 6 | | • | | |
| MGMT 497 or Area Studies 6 | • | • | | | MGMT 497 or Area Studies 6 | • | • | | |
| Area Studies 5 | • | | | | MKTG 470 | | • | | |
| BCDP 400 | | • | | | Area Studies 7 | • | | | |
| TOTAL HOURS: 13 | | | | | TOTAL HOURS: 15 | | | | |

| | UC: UNIV FDN | UC: UNIV CORE | M: BSB CORE | M: BSB MAJOR | E: ELECTIVE | TOTAL |
|-------------------------|--|---------------|---------------------------------------|--------------|-------------|------------|
| TOTAL HRS NEEDED | 20 | 30 | 48 | 18 | 8 | 124 |
| KEY | UC: University Course (University Foundation, University Core) | | M: Major Course (BSB Core, BSB Major) | | E: Elective | |

