



BSBA- Marketing Specialization

Ses.	Course	Course Title
1	*EN 090	Review of English
1	*SC 090	Review of Math
2	*EN 100	English Fundamentals
2	*SC 100	Math Fundamentals

2nd Semester		
Ses.	Course	Course Title
1	EN 230	Written & Oral Communication III
1	MS 281	Computer Applications in Business
2	MG 200	Administrative Management
2	SC 120	College Mathematics

4th Semester		
Ses.	Course	Course Title
1	PY 200	Introduction to Psychology
1	EC 202	Microeconomics
2	PH 306	Business Ethics
2	SC 240	Applied Quantitative Techniques

6th Semester		
Ses.	Course	Course Title
1	EN 330	Management Communication
1	AC 201	Accounting Principles I
2	AC 202	Accounting Principles II
2	HI 345	The Age of Globalization

8th Semester		
Ses.	Course	Course Title
1	SC 264	Environmental Science
1	AC 273	Managerial Accounting
2	EN 334	Film Studies
2	FN 312	Financial Management

10th Semester		
Ses.	Course	Course Title
1	MK 341	Professional Selling Strategies
1	MK 470	Strategic Marketing Decisions
2	EN 440	Technical Report Writing
2	MG 499	Strategic Management Decisions

1st Semester		
Ses.	Course	Course Title
1	CU 101	Chancellor Student Success
1	EN 115	Written & Oral Communication I
2	EN 125	Written & Oral Communication II
2	MS 181	Introduction to Microcomputers

3rd Semester		
Ses.	Course	Course Title
1	SC 230	Principles of Statistics
1	MK 201	Introduction to Marketing
2	EC 201	Macroeconomics
2	HI 329	History of American Business

5th Semester		
Ses.	Course	Course Title
1	PL 320	Current Issues
1	MS 305	Business Systems Analysis
2	EN 235	Survey of Literature
2	MS 340	E-Business Management

7th Semester		
Ses.	Course	Course Title
1	FN 211	Introduction to Investments
1	MG 265	Managing Through Effective Supervision
2	SY 160	Principles of Sociology
2	LA 200	Contracts, Agency, Partnerships, Corporations

9th Semester		
Ses.	Course	Course Title
1	MG 304	International Business Environment
1	MK 211	Advertising & Promotion
2	MK 405	Marketing Research
2	MK 330	Consumer Behavior

Total hours earned = 120

* Placement testing (if applicable)

Revised 06/2010

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