



SCHOOL OF BUSINESS

Macon Cochran Dublin Eastman Warner Robins and online everywhere

Bachelor of Science in Business Administration Marketing Concentration

The BSBA with a Marketing Concentration requires 120 credit hours. The following is a suggested plan of the required coursework for a full-time student. *If you are a full time student and wish to only take 4 courses per semester, you will need to take 2 courses in the summer each year to graduate in 4 years.* If you are a part-time student you will need to take these classes in order as much as the course schedule for each semester allows. Not all courses are offered each semester. Should you need to repeat a course, you should retake it the next time it is offered.

Freshman Year – 1st Semester

Course	Title	Hours
ENGL 1101	English Composition I	3
MATH 1101/1111	Math Modeling/ College Alge	3
HIST 2111 or 2112	Area E History	3
Area B	Perspective Elective	4
Area E	Social Science Elective	3
Total		16

Freshman Year – 2nd Semester

Course	Title	Hour
ENGL 1102	English Composition II	3
MATH 1200	Elementary Statistics	3
Area D Science	BIOL,CHEM,PHYS,GEOL,ASTR	4
Area D Scien Lab	BIOL,CHEM,PHYS,GEOL,ASTR	
Area C Elective	Elective	3
POLS 1101	American Government	3
TOTAL		16

Sophomore Year – 1st Semester

Course	Title	Hour
ACCT 2101	Principles of Accounting I	3
Area D Science	BIOL,CHEM,PHYS,GEOL,ASTR	4
Area D Scien Lab	BIOL,CHEM,PHYS,GEOL,ASTR	
Area C Literature	World, British, American	3
Area E Elective	Elective	3
Econ 2105	Principles of Macroeconomics	3
TOTAL		16

Sophomore Year – 2nd Semester

Course	Title	Hours
ACCT 2102	Principles of Accounting II	3
ITEC/BUSA 2201	Business Info Applications	3
ECON 2106	Microeconomics	3
BUSA 2105	Communicating in the Buss Envir	3
MKTG 3161	Principles of Marketing	3
Total		15

Junior Year – 1st Semester

Course	Title	Hours
BUSA 3101	Business Ethics	3
MGMT 3141	Principles of Management	3
BUSA 3340	Business Analysis Using Excel	3
LENB 3151	Legal Enviro of Business	3
MGMT 3101	Business Statistics	3
Total		15

Junior Year – 2nd Semester

Course	Title	Hours
ECON 3175	International Economics	3
MKTG 3162	Consumer Behavior	3
MGMT 3160	Principles of Mgmt Infor Syst	3
MGMT 3165	Production and Operations Mgmt	3
MKTG ELEC	Marketing Elective 3000/4000	3
Total		15

Senior Year – 1st Semester

Course	Title	Hours
MKTG 3170	Sales and Sales Management	3
MKTG 4198	Marketing Management	3
FINA 3110	Principles of Finance	3
MKTG 4161	Marketing Research	3
GEN ELEC	General Elective 3000/4000	3
Total		15

Senior Year – 2nd Semester

Course	Title	Hours
MGMT 4195	Strategic Management	3
MKTG 4163	Service Marketing	3
MKTG ELEC	Marketing Elective 3000/4000	3
GRN ELEC	General Elective 3000/4000	3
Total		12

- The student CANNOT take courses until he/she has successfully completed the designated course prerequisite(s) for that course. The pre-requisites along with residency requirements, graduation requirements and university policies can be found on our website at www.mga.edu.
- All School of Business courses require a grade of C or higher. Other courses requiring a grade of C or higher include ENGL 1101, ENGL 1102, MATH 1101 or 1111 and MATH 1200.
- ALL students are required to fill out a School of Business Application for admission to the School of Business when they complete Area F and have 62 credit hours.
- You will be advised by a School of Business Advisor until your Junior year. Beginning your Junior year after your acceptance to The School of Business you will be advised by a faculty member.