

Bachelor of Science in Business & Information Technology

Marketing

Completion of Degree in 12 semesters

Freshman - Semester 1:

ENGL 1101	English Composition I	3 hours
Area A Math	MATH 1101, 1111, 1113, 1113H or 1251	3 hours
MSCC 1001	Freshman Year Experience Course	3 hours
Area B Elective	Perspectives Elective Course	3 hours
	Total Hours:	12 hours

Freshman - Semester 2:

ENGL 1102	English Composition II	3 hours
Lab Science Elective	Lab Science Course	4 hours
MATH 1200	Elementary Statistics	3 hours
HIST 2111/2112	History 2111 or 2112	3 hours
	Total Hours:	13 hours

Freshman - Semester 3:

BUSA 2105	Communicating in the Business Environment	3 hours
ITEC 2201	Business Information Applications	3 hours
	Total Hours:	6 hours

Sophomore – Semester 1:

Area C Elective	Literature Based Elective	3 hours
ECON 2105	Principles of Macroeconomics	3 hours
Lab Science Elective	Lab Science Course	4 hours
ACCT 2101	Principles of Accounting I	3 hours
	Total Hours:	13 hours

Sophomore – Semester 2:

Area C Elective	Humanities or Fine Arts Elective	3 hours
POLS 1101	American Government	3 hours
ACCT 2102	Principles of Accounting II	3 hours
ECON 2106	Principles of Microeconomics	3 hours
	Total Hours:	12 hours

Sophomore – Semester 3:

Area E Elective	Social Sciences Elective	3 hours
PSYC/SOCI 1101	Introduction to Psychology or Sociology	3 hours
	Total Hours:	6 hours

Junior – Semester 1:

MGMT 3101	Business Statistics	3 hours
Required Business Core Course	Choice of Business Core Courses	3 hours
Required Business Core Course	Choice of Business Core Courses	3 hours
Required Business Core Course	Choice of Business Core Courses	3 hours
	Total Hours:	12 hours

Junior – Semester 2:

MGMT 3141	Principles of Management	3 hours
Required Business Core Course	Choice of Business Core Courses	3 hours
Required ITEC Course	Choice of ITEC 3300 or 3340	3 hours
Required Business Core Course	Choice of Business Core Courses	3 hours
	Total Hours:	12 hours

Junior – Semester 3:

Required ITEC Course	Choice of ITEC 3300 or 3340	3 hours
MGMT 3165	Production and Operations Management	3 hours
	Total Hours:	6 hours

Senior – Semester 1:

MGMT 4195	Strategic Management	3 hours
ITEC Elective	Choice of ITEC 3310, 4254, or 4288	3 hours
Required Marketing Course	Choice of MKTG 3162, 4161, 4163, or 4198	3 hours
Required Marketing Course	Choice of MKTG 3162, 4161, 4163, or 41985	3 hours
	Total Hours:	12 hours

Senior – Semester 2:

Required Marketing Course	Choice of MKTG 3162, 4161, 4163, or 4198	3 hours
Required Marketing Course	Choice of MKTG 3162, 4161, 4163, or 4198	3 hours
Elective Marketing Course	Any Listed Marketing Elective	3 hours
Elective Business Course	3000/4000 Level Business Course	3 hours
	Total Hours:	12 hours

Senior – Semester 3:

Elective Marketing Course	Any Listed Marketing Elective	3 hours
Elective Business Course	3000/4000 Level Business Course	3 hours
	Total Hours:	6 hours