

Year 1

Fall Semester

Course	Credit Hours
Academic Success	1
BUA 2310 Advanced Business Applications	3
ENG 1301 Composition 1	3
EXS 1220 Basic Concepts of Wellness	2
Lab Science	4
MAT 1302 College Algebra & 1302L	3

**Total Credit Hours: 16**

Spring Semester

Course	Credit Hours
ECO 2305 Principals of Economics I (1 <sup>st</sup> Social Literacy)	3
ENG 1302 Composition 2	3
SPC 1301 Fundamentals of Speech (Cultural Literacy)	3
Cultural Literacy Religion	3
Cultural Literacy (ART/FAR/MUS/THA)	3

**Total Credit Hours: 15**

Year 2

Fall Semester

Course	Credit Hours
BUA 2321 Business Statistics	3
ENG 23XX (English Literature Option)	3
HIS 2324 Fundamentals of Modern American history	3
2 <sup>nd</sup> Social Literacy	3
Open Elective	3

**Total Credit Hours: 15**

Spring Semester

Course	Credit Hours
ACC 3305 Accounting Essentials	3
BUA 3305 Analysis & Design	3
ECO 2306 Principles of Economics II	3
MGT 3319 Management Theory & Practice	3
MKT 3321 Principles of Marketing	3

**Total Credit Hours: 15**

Year 3

Fall Semester

Course	Credit Hours
BUA 3311 Business Law	3
BUA 3345 International Business	3
FIN 3313 Corporate Finance	3
**Marketing Choice	3
Open Elective	3

**Total Credit Hours: 15**

Spring Semester

Course	Credit Hours
MGT 3323 Production & Operation Management	3
**Marketing Choice	3
**Marketing Choice	3
Advanced Elective	3
Open Elective	3

**Total Credit Hours: 15**

Year 4

Fall Semester

Course	Credit Hours
MKT 4311 Marketing Research	3
**Marketing Choice	3
Advanced Elective	3
Open Elective	3
Open Elective	3

**Total Credit Hours: 15**

Spring Semester

Course	Credit Hours
MKT 4321 Content Marketing Strategy	3
MGT 4337 Business Policy & Decision Making	3
Advanced Elective	3
Open Elective	3
Open Elective	3

**Total Credit Hours: 15**

\*\*Choice of MKT 3328 (SP), MGT/MKT 3331 (FA/SP), MKT 3341 (FA/SP), MKT 3349 (SP), or MKT 4342 (SP).